

JUNE / 1960 • 50¢

THE REPORTER OF

# • Direct Mail

advertising

the new look at **AMERICAN**  
**HOME** PAGE 25

**Men At Work: Jess Hadsell and Herb Ehrlich Mull Over a Problem.**



# Everyone reads between the lines



**Meet a bride making a major buying decision.** She's leafing through a company's catalog, page by page. Unconsciously *she reads between the lines*. Does the catalog exemplify the good taste that she wants to evidence in her home? Does the message suggest sincerity; is it easily readable; are the pictures well printed; does the paper have an appearance of quality? Companies that show respect for readers through attention to detail will win respect in return. *Respectful printing begins with a good printer.* See him early. Most likely he'll suggest a Warren paper. He'll get better results with Warren papers — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*



**printing papers make a good impression**

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

# How To Bring Prospects To The Point



Bull whips, lassoes and the more extreme forms of bush beating are OUT! Today's sophisticated consumer will not be driven or dragged to market.

If you want him to find his way to your sales counter, appeal to him as an individual... a person with specific wants, needs and dreams... and tell him how your product or service can help him reach his goal.

The medium ideally suited to this purpose is Mass Mail. Combining personal appeal with the broad coverage of the mass media, Mass Mail allows you to concentrate on those individuals and groups who are known prospects.

Scientific market testing and analysis are the keys to successful Mass Mail advertising and sales. Properly used, they can give almost immediate proof of the effectiveness of each appeal, each dollar spent. They also provide an economical means for uncovering new prospects, broader markets.

Lemarge is using the Mass Mail technique successfully in the planning, creation and production of direct mail campaigns for some of the nation's biggest advertisers.

We have helped pull prospects for almost every type of product or service. And, if you are advertising or selling in consumer markets, chances are Lemarge can serve you profitably, too. Why not call or write us now.

mass mail specialists

**LEMARGE**



We are constantly amazed at the "taken-for-granted" attitude toward envelope waste by most office people. They seem to think that stuck flaps and windows...insertion snags and jam-ups...and postage meter foul-ups are a matter of course.

They're not! Practically all of these wastes and costly delays can be eliminated.

Tension Envelopes are designed and constructed for efficient, trouble-free performance of their job. Why not test Tension and prove it? Just send the coupon below for envelope samples. Use them and see why there's no need to pay for envelope waste!

**TENSION ENVELOPE CORP.**  
Campbell at 19th Street  
Kansas City 8, Missouri

Kansas City • Ft. Worth • Des Moines  
Minneapolis • St. Louis • So. Hackensack

Tension Envelope Corp.  
Campbell at 19th St.  
Kansas City 8, Mo.

Please send me Envelope Idea Kit #2.

Name. \_\_\_\_\_

Company. \_\_\_\_\_

Address. \_\_\_\_\_

City. \_\_\_\_\_ State. \_\_\_\_\_

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THE REPORTER OF  
**Direct Mail**  
advertising

Vol. 23, Number 2

June, 1960

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Field Editor

M. L. Strutzenberg  
Business and Readers Service

G. M. Bornbusch  
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M. K. Coleman  
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224 Seventh Street  
Garden City, L. I., N. Y.  
Pioneer 6-1837

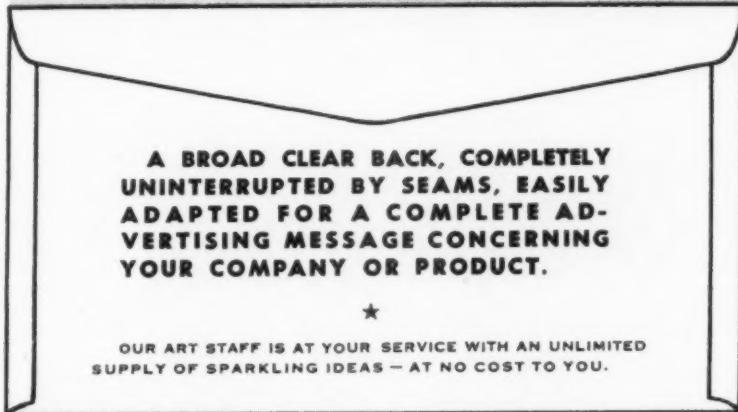
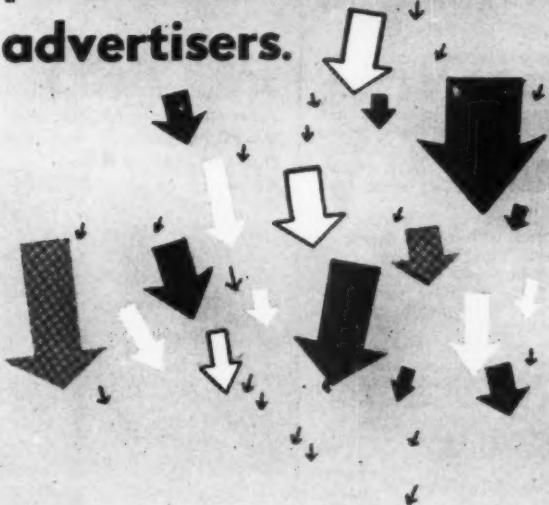
**MIDWEST**

J. K. Rotskoff  
605 N. Michigan Ave.  
Chicago 11, Illinois  
DElaware 7-0120

**WEST**

H. L. Mitchell & Associates  
1450 Lorain Road  
San Marino, California  
CUmberland 3-4394

# Here's an important point for direct-mail advertisers.



A BROAD CLEAR BACK, COMPLETELY  
UNINTERRUPTED BY SEAMS, EASILY  
ADAPTED FOR A COMPLETE AD-  
VERTISING MESSAGE CONCERNING  
YOUR COMPANY OR PRODUCT.



OUR ART STAFF IS AT YOUR SERVICE WITH AN UNLIMITED  
SUPPLY OF SPARKLING IDEAS — AT NO COST TO YOU.

**C**uples  
envelope co., inc.

360 Furman Street • Brooklyn 1, New York  
TRiangle 5-6285

**OTHER OFFICES:**

**BOSTON • WASHINGTON • PHILADELPHIA**

## INSIDE OCCUPANT MAIL

OCCUPANT  
239 N. 4th St.  
Columbus 15, Ohio

WE ARE A SAVINGS AND LOAN COMPANY . . . IS THERE AN ADVANTAGE TO USING OCCUPANT ADDRESSED MAIL TO ESTABLISH OUR NEW BRANCH OFFICE IN THE SUBURBS?

**ANSWER:** Every advertising media has its *raison d'être*, its reason for being. Think about direct mail. It is the one media that forces your ad to be handled, fingered, looked at, and considered before it is discarded. The probability that your advertising will be read is much greater in direct mail than any other media.

Occupant Mail provides the effectiveness of direct mail with a high degree of area selectivity. YES, Occupant Mail should be used to reach every home in your trading area, in other words the families who could conveniently use your services. With Occupant Mail your advertising would be concentrated on POTENTIAL customers, without expending effort on those outside your trading area who could not and would not use your services.

The most important thing in successful Occupant Mail Advertising is acknowledging the importance of the trading area. Too many advertisers are unaware of their true trading area, or don't even consider it as important. Years of experience in Occupant Mail Advertising have proven the trading area to be of prime importance to the advertiser.

Advertising through television, radio, newspapers, magazines, or billboards reaches different groups of the population according to their social activities, income status, profession, job, interests, sex, age-group, and in some cases I.Q. These media sometimes reach the people living in a specific area, along with those in other areas, but because their nature is to more or less broadcast your message it must be expected that a large portion of the "seed" will fall on barren ground, producing nothing.

The main "reason for being" of Occupant Mail Advertising? . . . WITH OCCUPANT MAIL YOU CAN DIRECT YOUR ADVERTISING TO THE PEOPLE WHO MIGHT CONCEIVABLY USE YOUR SERVICES (those in your "trading area") AND ELIMINATE THE "BARREN GROUND."

Will Storing's authoritative book "How to Think About Occupant Mail Advertising" tells you how to determine your trading area. Send in your question and I'll send you a copy . . . a valuable addition to any advertisers library.

Les Cullman, President.

**OMLA**  
OCCUPANT MAILING LISTS OF AMERICA INC.  
239 N. Fourth St., Columbus 15, Ohio

# Short Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department.  
Send all material to Short Notes Department, The Reporter of  
Direct Mail Advertising, 224-7th St., Garden City, N.Y.

**A NEW NETWORK** is in the formative stages. It will be called Marketing Associates, Inc. and will have from 20 to 30 members in the medium-sized brackets. The president is Raymond Rosenberg of Yardis Advertising Co., 1922 Spruce St., Philadelphia 3, Pa. Membership applications and approvals are being handled by Leonard S. Kanzer, vice president, Marvin and Leonard Advertising Co., 210 Lincoln St., Boston, Mass.



**WOLVERINE TUBE** is giving away a free 50-star American Flag to anyone born on February 8 (who is also on their mailing list). Tie-in is with the 50th anniversary of the Boy Scouts of America who celebrated the golden jubilee on February 8th. A simple double-folded piece featured the BSA emblem with the caption "Be Prepared." Inside there was a tipped-on imitation gold coin about the size of a quarter, featuring BSA emblem, motto, 50th Anniversary and on the reverse side, the Scout Oath. Center fold demonstrated that Wolverine was always prepared to meet customer's requirements for tubing. You might be able to get a copy of this unusual mailing piece by writing Wolverine at 17208 Southfield Road, Allen Park, Michigan.



**WE WERE IMPRESSED WITH THE QUALITY** of the mailings used to promote the various Direct Mail Days about the country in April. Particularly impressive was the Philadelphia series, printed on heavy coated stock with black, aqua, and purple ink. Modern layout utilized a postmark, a test tube (theme was "Chemistry of Creative Direct Mail") and an eye. An excellent job. Interesting that all pieces—mailers, reply cards, folders, programs—were printed at one time on the same sheet representing considerable monetary savings. Chicago's promotion centered about the "Lucky Seven" theme, using four leaf clover as a design, and New York mailed out a booklet timetable, bound with Kodachrome cov-

er. Overall, the mailings from all cities—including Ft. Worth, Houston, Detroit were well conceived and executed.



**BUSINESS MAIL FOUNDATION** has printed its first newsletter, which is now available free by writing BMF at 130 East 59th Street, New York 22, N.Y. Previewed in the April Reporter, the newsletter is off to a good start with descriptions of how the Foundation is publicizing direct mail and how you can help. The first showing of BMF's five-minute TV film "Romance of the Mails" took place at the Hotel Commodore at New York's Direct Mail Day on April 20th. Film is well produced and BMF is confident of many showings on TV stations all over the country.



**MOST MAIL ORDER BUSINESSES** don't intend to mail before July 1st just to beat the rate increase, according to research being done by Lewis Kleid Inc., 25 West 45th Street, New York 36, N.Y. In each one of five areas—merchandise gifts and insurance; consumer magazines; book and record clubs; business publications and services; and financial advisory services. The percent stating they *would* mail prior to July 1st to beat the rate increase was (respectively) 19.2, 37.5, 33.3, 16.7, and 23.1. Those stating they *would not* mail prior to July 1 were: 38.5, 50, 50, 77.8, and 69.2. Others replying stated that they did not mail in July or August.



**GETTING THE RECIPIENT** into the act is a sure way of getting your message across. A unique mailing from *Factory* magazine accomplishes this end. Agencies received a handsome 6 1/2" x 8 1/2" red portfolio from *Factory*—legend on cover: "You are best qualified. . ." Inside, held in place by the folds of the portfolio, were six cards, each a replica of a *Factory* ad running in *Ad Age* and *IM*. The reverse of each card showed it to be a business reply card addressed to Charles Walsh, *Factory's* Promotion & Research

your printing comes to life on

**Nekoosa  
PAPERS**



Lifelike  
reproduction is  
yours for the asking...  
If you ask for any of the  
many Nekoosa Papers.  
They are famous for press  
performance and print-  
ability...assuring finished  
pieces with both eye-  
appeal and sales-  
appeal!

and  
*Nekoosa*  
**OFFSET**  
gives  
you the

**BIG**

**CHOICE**

IN  
COLORS  
WEIGHTS  
AND  
FINISHES

For your Nekoosa  
Offset Merchant to  
see and touch  
the many  
different  
weights  
and  
finishes  
available  
in  
so many  
colors.

NEKOOSA-EDWARDS PAPER COMPANY  
PORT EDWARD, WISCONSIN

Offset and Standard Text, Newsprint, Magazine, and Postcard, Metal, Vellum

and Specialty Papers

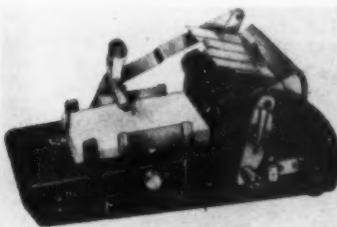
Basis 120



Manager. Agency people were asked to select which ads were the best, then fill in their name and address and comment (if they wished) and drop the card or cards in the mail box. First fifty replying would receive a free copy of Walter Weir's "On The Writing of Advertising." A fine idea, both in conception and implementation. You may be able to receive a copy by writing Mr. Walsh at Factory, McGraw-Hill, 330 West 42nd Street, New York 36, N.Y.



**A TABLE-TOP DUPLICATOR** for postcards and small mailing pieces is available from Print-O-Matic, 724 W. Washington Blvd., Chicago 6, Illinois. The machine, called the A-2G Duplicator, can handle stock as thick as card-



board or as thin as tissue in sizes up to 4" wide and 6" long. Runs of over 2000 copies can be completed in less than an hour, according to the manufacturer. The machine is 6" high and 13" long. It weighs 5 lbs. Price: \$19.95 plus tax, and comes complete with operating kit.



**BACK TO SCHOOL** may be the theme for many direct mail users between June 5 and 10. The Direct Mail Advertising Institute of the University of Illinois at Urbana is sponsoring this 6 day instructional meeting as a refresher to "old hands" and an introduction to newcomers to the field. Lectures and seminars will be given both by Illinois professors of advertising, and by well known leaders in the field. Among those speaking during the week will be Red Dembner, Bob DeLay, Oliver Roskam, Howard Wilson of Kenyon & Eckhardt, Paul Bringe, Mike Rich of Ira Rubel Inc., Bill Charlesworth of John Deere & Co., George Cullinan, and "Pete" Hoke.



**TO LAUNCH THEIR NEW MAGAZINE**, the publishers of *Guns Quarterly* created a handsome mailing ensemble that was sent to prospective advertisers. The mailing contained three elements—a letter (offset brown ink on yellow paper), a folded circular, and a cardboard tri-folded rate card brochure. Their logo, layout, choice of colors are excellent. Rate

*ans-a-letter*

# BREAKS

the **PRICE BARRIER**  
on die-cut letters  
with answer forms



## SWITCH TO *ans-a-letter*

★ more returns than  
other formats

★ lower cost than  
similar formats

★ finest quality  
printing

★ faster on-time  
delivery

★ creative, programming,  
list, mailing services

★ low, repeat-order prices for total  
annual volume runs in excess of

250,000 · 500,000 · 1,000,000

**NEW!**

HIGH SPEED ASSEMBLY LINE  
MULTICOLOR OFFSET PRESSES

PLUS 3-IN-ONE  
DIE CUT, PATCH and FOLD MACHINES

PLUS

COMPLETE PRODUCTION IN OUR PLANT

BRINGS DOWN  
THE PRICE

NOW WITHIN THE REACH OF  
MOST DIRECT MAIL USERS

*ans-a-letter*

DIVISION OF LATHAM PROCESS CORP.

200 HUDSON STREET  
NEW YORK 13, N.Y.  
WORL 8-4500

card is printed in black and white on gold. The three color broadside (black white and brown) features drawings of ancient cannons, and a four color reproduction of the first cover. Especially eye-catching are the rough layouts of first issue articles and stories that have been reproduced on the inside page.



□ "SYMBOLOGY" is a new book edited by Elwood Whitney for the Art Directors Club of New York, and published by Communication Arts Books, Hastings House, New York 22, N.Y. The book details and comments on the use of symbols in various phases of our life. Several chapters might be of interest to readers—Symbology in International Industry, Symbology in Advertising, Symbology and The Corporate Image, and Psychological Aspects of Visual Communications. It's a well prepared and interesting book, retails for \$6.95.



□ "HOW TO BUILD PROFITS by Controlling Costs" is another booklet being offered by Dun & Bradstreet, Inc., 99 Church St., New York 8, N.Y. This 48-page text is written from the point



of view of the small businessman. Especially valuable are the operating ratios for 41 lines of retail trade . . . and an easy-to-use cost control checklist for controlling budget items. The price is \$1 per copy.



□ ONE OF OUR LOCAL OPTOMETRISTS had a novel way of telling patrons he had moved. He sent each customer a match-book type folder containing sheets of specially treated papers for cleaning eyeglasses. On the cover of the "matchbook" was a cartoon of two moving men carrying a filing cabinet. Caption read: "We moved! But not far. . . ." and included new address and phone number.

The use of this glass cleaning tissue is a good one, since every customer wears eyeglasses and will use the tissues—giving message a long life.



#### □ THE COST OF BUSINESS LETTERS

was the subject of a recent column by Sylvia Porter, the financial columnist. If you didn't see it you should get a copy. She used statistics supplied by The Dartnell Corp. We thought it was very good publicity for the cause of better letters. According to the column, the average cost of a normal business letter written in our country today has hit an

all time high of \$1.83. This is 56% more than the same business letter cost as recently as 1953. The word "average" is a misnomer because in some business organizations where methods are slipshod, the cost per letter can possibly reach \$5 or more. The column gave suggestions for cutting these costs . . . such as shorter letters, use of dictating machines, better equipment for typists, filing, more economical stationery (smaller) and labor-saving equipment in the mailing room. The only thing we didn't like about the column was the advice to stop writing letters that didn't need to be written anyway. We have

## TWO NEW AUTOMATIC COLLATORS BY THOMAS

### New 50-Station Collator

Offers more features at a lower price than any other high volume collator on the market.

- Accurately collates, counts and staggers 25,000 sheets per hour...stitches at a slightly lower rate
- Exclusive push button programmer permits different collating jobs to be run at the same time
- Occupies only 17½ square feet of floor space
- Loads in less than 7 minutes...no vacuum systems or fans to adjust, no need to compensate for weights or finishes of stock
- Handles sheet sizes from 7" x 8" to 11" x 14" in almost every weight and finish
- Foolproof miss and double detector stops machine instantly, preventing errors in finished sets

a product of Thomas Collator Industries, Inc.  
a subsidiary of Thomas Collators Inc.



always believed that "unnecessary" letters are of great value in building goodwill.



**TO RAISE FUNDS.** The Houston Symphony Orchestra mailed an unusual folder to local citizens. Outside envelope 7" square was illustrated with a line drawing of a knight on horseback with the caption, "The Challenge," and underneath, the name of the orchestra's conductor Leopold Stokowski. On the mailing side is the caption, "record enclosed." The record turns out to be made of paper, circular die cut. Inside "round pages" emphasize the importance of the

orchestra, not only to Houston as a whole, but to the children. Reproduced are dozens of letters from grammar school children who have attended the concerts. The presentation is excellent. Perhaps a few copies are available if you write William G. Farrington, General Chairman, at The Music Hall, Houston 2, Texas.



**IF YOU ARE NOT CHECKING RESULTS** from your mailings—either because you don't know how, or you feel it's too complicated, you'd probably be interested in a result sheet published by Personnel Research, Inc., Box 38311-

DR, Los Angeles 38, California. This sheet is adaptable, both for space ads and direct mail, and categorizes inquiries and orders, plus the cost per order. On this one sheet, the complete picture of your ad or direct mail can be identified as to carrier envelope, reply envelope, folder, order form, reply card, with space to mark total inquiries and total orders received with a percentage breakdown for both. According to manufacturer, a trial packet of 10 forms is available for \$1.00.



**NOT ALL NEWSPAPERS** are in on this conspiracy against the medium of direct mail. Some can look far enough past their pocketbooks to understand the true situation regarding postal rates and proposed increases. On the editorial page of the New York *Journal American* March 21, 1960, appeared a lengthy editorial called "Postal Facts." It concludes by saying: "The Post Office is an essential public service, worth what it costs to operate. We suggest Mr. Summerfield ought to stop proclaiming how much his department has lost and concentrate on getting the mails delivered speedily and economically. And Congress ought to ignore the request for another boost in rates."



**A HANDY AID FOR SCALING** and cropping photographs is available from the Elizabeth Edge Studios, Box 7-M, Pittsford, New York. This tool, called the Foto-Skaler, is a graph printed on clear acetate with a range finder arm on the lower left corner. The photograph is placed under the acetate sheet and with the aid of the swivel arm, any dimension desired can be easily charted. Foto-Skaler sells for \$4.95 with a money back guarantee. Full information available from the manufacturer.



**FRIENDLY CRITICISM:** "What Makes a Professional Photographer Click" is the name of a 16-page, 6 x 9" booklet copyrighted and printed as a public service by the Professional Photographers of America, Inc., 152 W. Wisconsin Ave., Milwaukee 3, Wis. We suppose the purpose of the booklet is for local members of the association to send to business people in their community in an effort to increase appreciation for professional photographers. The story of the professional photographer's place in the business community is well told. It is illustrated by no less than 41 separate cartoons, some of which are in two colors. In our estimation, this booklet is a public relations booboo. Although talking entirely about profes-

## New 12-Station Collator

Provides fully automatic collating without the penalty of high price or space waste.

- Automatically collates, counts, crisscrosses or staples 6000 sheets per hour, regardless of the number of sheets per set
- All 12 stations can be loaded in a minute. No adjustments necessary for weight or finish of stock
- Each station will handle approximately  $\frac{1}{2}$  ream of 3" x 5" to 11" x 14" stock in most weights and finishes
- Any station can be eliminated simply, easily... at the flick of a lever
- Automatic miss and double detectors stop machine instantly... provide positive accuracy
- Takes only 2 $\frac{1}{2}$  square feet of floor space...only 44" high

For complete information on the many ways you can speed up your collating operation and substantially reduce costs with either of these two new collators, write today to Dept. W34.



### Thomas Collators Inc.

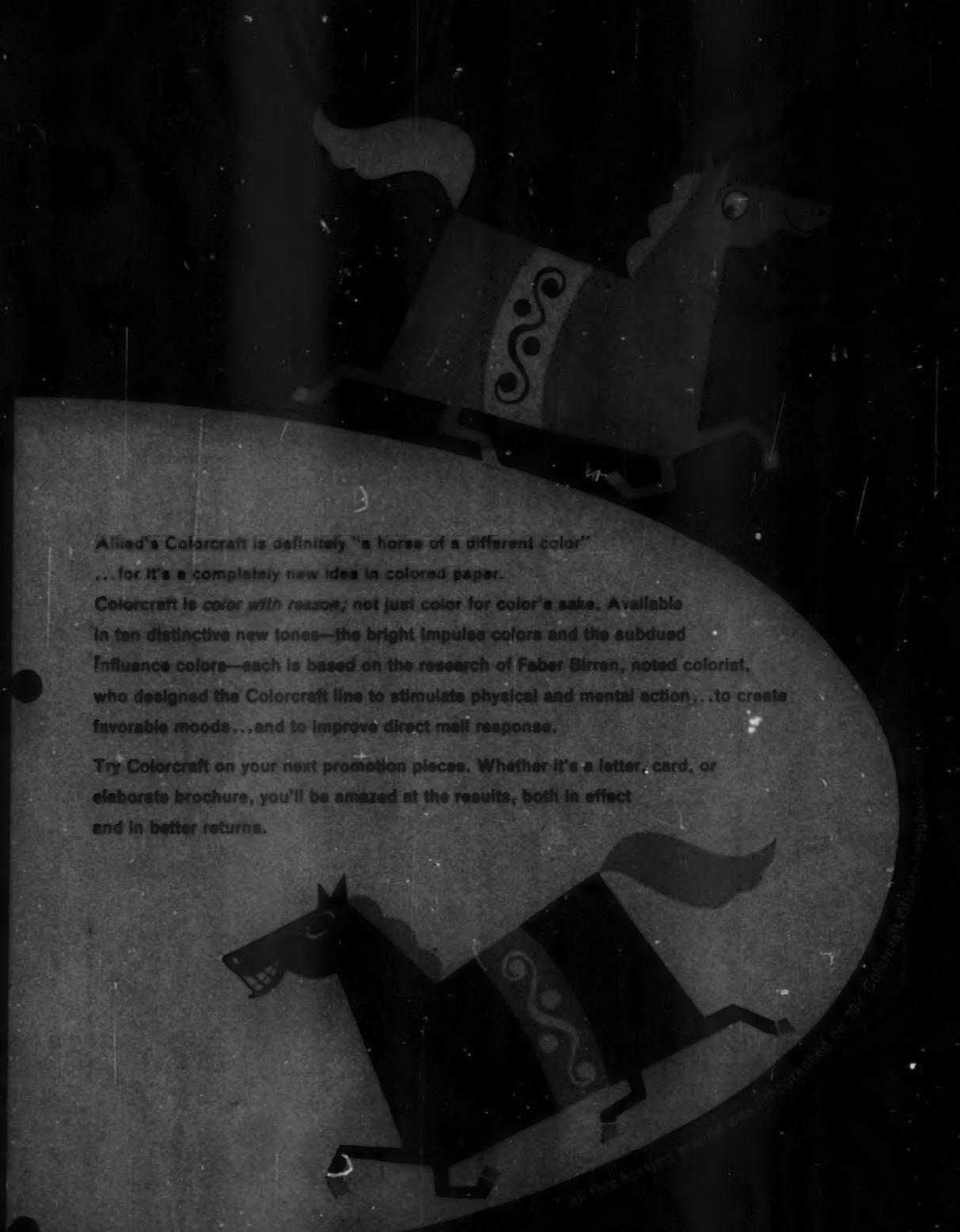
World's Leading Manufacturer of Collating Equipment

100 Church Street, New York 7, N. Y.



A HORSE OF A DIFFERENT COLOR





Allied's Colorcraft is definitely "a horse of a different color"

...for it's a completely new idea in colored paper.

Colorcraft is color with reason; not just color for color's sake. Available in ten distinctive new tones—the bright impulse colors and the subdued influence colors—each is based on the research of Faber Birren, noted colorist, who designed the Colorcraft line to stimulate physical and mental action...to create favorable moods...and to improve direct mail response.

Try Colorcraft on your next promotion pieces. Whether it's a letter, card, or elaborate brochure, you'll be amazed at the results, both in effect and in better returns.

ALLIED PAPER CORPORATION

Kalamazoo, Michigan

Available at your local Colorcraft distributor

THE NEW AND DIFFERENT

# Colorcraft

LINE

and other colors in regular line and bold line sizes in stock—over stock—and Colorcraft may be had in any quantity available from 1000

## IMPULSE COLORS

SULFUR YELLOW • PUMPKIN  
SUMMER GREEN • INDIGO • FLAME PINK

Designed for high-attention value and spontaneous appeal. Ideal for mass advertising in a general setting to draw attention and stimulate response.

## INFLUENCE COLORS

SANDSTONE • SMOKETONE BLUE  
ROSEWOOD • ASPEN GREEN • BUCKSKIN

Colors of high-style design, combining the best of the natural and artificial colors. For use in high-class products and situations where distinctive appeal is important.

**Colorcraft is available through franchised merchants throughout the country. See the one nearest you for more details.**

Albuquerque	Carpenter Paper Company	Minneapolis	Carpenter Paper Company
Atlanta	Whitaker Paper Company	Missoula, Montana	Carpenter Paper Company
Austin	Carpenter Paper Company	New Haven, Conn.	Rourke-Eno Paper Company
Baltimore	Stanford Paper Company	New York City	Schlosser Paper Corporation
Billings, Montana	Garrett-Buchanan Company	Oklahoma City	Carpenter Paper Company
Chicago	Carpenter Paper Company	Omaha	Carpenter Paper Company
	Carpenter Paper Company	Philadelphia	Garrett-Buchanan Company
Cincinnati	Forest Paper Company	Pittsburgh	Central Ohio Paper Company
Cleveland	Chatfield Paper Corporation	Pueblo, Colorado	Carpenter Paper Company
Columbus	Central Ohio Paper Company	Reading, Pa.	Garrett-Buchanan Company
Dallas	Central Ohio Paper Company	St. Louis	Butler Paper Company
Dayton	Carpenter Paper Company	Salt Lake City	Carpenter Paper Company
Denver	Central Ohio Paper Company	San Antonio	Carpenter Paper Company
Detroit	Carpenter Paper Company	San Francisco	Carpenter Paper Company
Des Moines	The Union Paper and Twine Company	Seattle	Carpenter Paper Company
Duluth	Carpenter Paper Company	Sioux City	Carpenter Paper Company
El Paso	Carpenter Paper Company	Springfield, Mass.	Rourke-Eno Paper Company
Fort Worth	Carpenter Paper Company	Topeka	Carpenter Paper Company
Grand Island, Nebr.	Carpenter Paper Company	Washington, D.C.	Stanford Paper Company
Great Falls, Montana	Carpenter Paper Company	Yakima, Washington	Carpenter Paper Company
Harlingen, Texas	Carpenter Paper Company	Montreal	T. B. Little Papers
Hartford, Conn.	Rourke-Eno Paper Company	Toronto	Whyte-Hooke Papers
Houston, Texas	Carpenter Paper Company	Vancouver	Columbia Paper Company, Ltd.
Indianapolis	Central Ohio Paper Company		
Kalamazoo	Birmingham and Prosser Company		
Kansas City	Carpenter Paper Company		
Lancaster, Pa.	Garrett-Buchanan Company		
Lincoln, Nebraska	Carpenter Paper Company		
Los Angeles	Carpenter Paper Company		
Louisville	Chatfield Paper Company		
Lubbock	Carpenter Paper Company		
Milwaukee	Standard Paper Company		



**ALLIED PAPER CORPORATION**

Kalamazoo, Michigan  
preferred printing paper



sional photographers . . . there is not one single photograph in the 16-page booklet. Surely the advertising experts who planned it could have found some use for professional photography rather than employing an artist.



**ANOTHER CRITICISM:** We hate to criticize our old friend, Dick Pope, who has done such a good job in promoting Cypress Gardens (near Winter Haven, Fla.) by the masterful use of direct mail . . . but this criticism applies to a lot of people who start house magazines. They try to jam too much type in a limited space. Cypress Gardens has an 8-page, 8½x11 inch house magazine titled *Cypress Gardens News Real*. It's published occasionally "hot from the coffee table." Much of the material consists of reproductions of important news items about Cypress Gardens. But the material has been reduced to the equivalent of five thin columns to the page, which makes it harder to read than the "Congressional Record" . . . even though the copy is fascinating. Pictures naturally are glamorous. Would be so much better with larger type even though it means less copy.



**IT'S A SHAME** how some big companies and associations waste money on postage and stationery. In several cases this past month we have received one- or two-sheet press releases mailed in heavy 10x13 inch manila envelopes, which with their thin enclosures were badly damaged in the mail. In one case a two-page release mailed in the big envelope carried 14¢ airmail. The envelope was heavier than the press release and threw the mailing over the one ounce weight. This is a ridiculous waste of money. It makes a bad impression on the recipient. With postage rates as high as they are and with threats that they might go higher, every business organization in the country and every association should make a study of its mailroom operations. Don't leave the job to an office boy. It's important enough for the president or the chairman of the board to get off the throne and take a long look around.



**PLASTIC ICE CUBES** were mailed out as a service to Old Taylor by *Life* magazine. 6000 pairs of these clear plastic 1½ cubic inch ice cubes were made up for *Life* by the Hewig Company, 45 W. 45th Street, New York 36. They were specially wrapped in tissue paper and mailed in small cardboard cartons. As

i f  
you mail  
100,000  
or more...

. . . you should be interested in testing the CABOT-LETTER in your next direct-mail promotion. This letter with the built-in reply form is the *only* letter of its kind that's *designed, planned and priced for the large volume mailer*.

Our entire operation is geared for mailings of 100,000 or more. Many users of the CABOT-LETTER drop several *million* pieces, several times a year. And they do it because the CABOT-LETTER produces 30% to 60% better returns than ordinary mailings!

#### **QUANTITY Plus QUALITY Plus DELIVERY**

In addition to quantity, CABOT gives you consistent high quality and dependable delivery, too. Whether your order is for 100,000 or a million or ten million — all your letters, reply forms and outside carriers are *delivered on the date you specify*. And you can be sure every part of the mailing will be perfect—cut and folded to the right size for low-cost, no-trouble mechanical inserting and mailing.

You can choose the CABOT-LETTER with confidence. Our 25 years experience in producing thousands of successful direct-mail promotions will serve you well.

If you're looking for new ways to promote your product or service by mail . . . a fresh new approach to copy, layout or merchandising . . . our creative staff can provide practical, *workable* new ideas.

#### **WRITE FOR FULL FACTS**

See for yourself. Write on your letterhead. Our representative will be happy to supply you with full facts and answer any questions you may have on the CABOT-LETTER. Write NOW.

**CABOT LETTER**  
the letter with the built-in reply form



**FORMERLY RESPONDA-LETTER**

A DIVISION OF  
**Cabot's Promotional Aids, Inc.**

910 WEST VAN BUREN STREET • MONROE 6-9878 • CHICAGO 7, ILLINOIS

get the  
professional  
approach  
... to your

## DIRECT MAIL



For a FREE roster of members  
of MASA, the professional  
creators and producers of  
BETTER direct mail, write to:

### mail advertising service association

INTERNATIONAL

18120 James Couzens Hwy.  
Detroit 35, Michigan



### 1/4 BILLION MAIL ORDER BUYERS INQUIRIES and PROSPECTS

For an immense fund of data and  
MOSELY custom-prepared LIST  
RECOMMENDATIONS, simply  
send us in confidence a detailed  
letter about your list problems  
along with sample mailing pieces,  
ads, etc. NO COST OR OBLIGATION.  
Write:



MAIL ORDER  
LIST SERVICE, Inc.

MAIL ORDER LIST HEADQUARTERS

Dept. R-66

38 Newbury St., Boston 16, Mass.

Charter Member National Council  
of Mailing List Brokers

far as we (and Hewig) know, "ice cubes" per se are not manufactured in this form anywhere in this country. Herwig had to track down a Southern manufacturer who was using this mold with opaque colored plastics for an entirely different purpose, then convince them to do the job with clear plastic to create the simulated ice cubes. Though the method was improvised, the result is fine. A good idea.

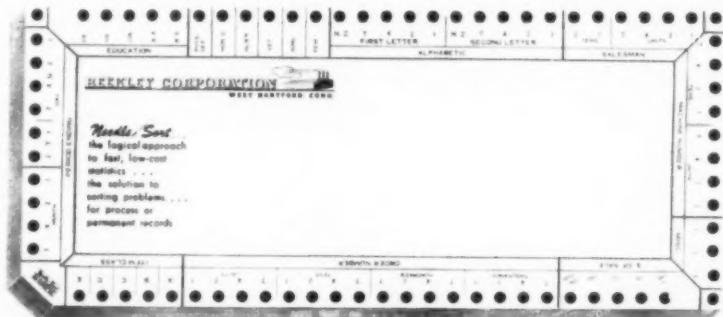
□ **AN INGENIOUS USE OF DIRECT MAIL** was discovered by *Reporter* reader Clayton Westbay, 2283 S. El Camino Real, San Mateo, Calif. Mr. Westbay is in the general insurance business. He developed a triple wing, return post card self-mailer describing a funeral benefit insurance plan. Copy is presented in good taste and there is even a little apology note in small type for those who might receive this folder at a time of serious illness or bereavement. The method of distribution is unique. Mr. Westbay has arranged for seven mortuaries throughout the area to send out 2,000 of these cards per month. The name of each cooperating mortuary is of course imprinted on the standard card. Sounds like a good idea.

□ **AN UNUSUAL ENVELOPE FORMAT** has been used successfully for the past 2 years by the Beeckley Corporation, West Hartford, Connecticut, producers of edge-punched cards and specialized forms for hospitals. Their #10 envelope, used for both first-class and third-class bulk mailings, is designed like an edge-punched card thereby illustrating the product they are offering. The design encompasses the entire perimeter of the envelope  $\frac{3}{4}$  of an inch deep on all sides. Also included are the letterhead logo and a short sales message about their needle/sort method. The envelope appears cluttered and the first reaction is, "Does the Post Office object?" Answer—obviously—no. Mail sent third class has the bulk mailing imprint on the upper right hand corner. Martin Beeckley says that the design was cleared with the Post Office two years ago when first tried and there have been no objections.

□ **FIRST TIME** we've seen an advertising agency issue an annual report . . . with a certified balance sheet. The report issued by James Thomas Chirurg Co. (member of the 4A's) with offices at 824 Boylston St., Chestnut Hill 67, Mass. and 60 E. 56th St., New York 22, N. Y. . . is distinctive. Size 8 x 5 inches, twenty pages, printed in black and gray ink. Title: "The Greeks Had a Man for it." Grecian art throughout . . . focusing on slogan "Nothing in excess—everything in proportion," which is explained as the basic sales idea that was the fundamental of Greek creativity. Beautiful job throughout . . . and you ought to see a copy. Just as report was being printed, the agency merged with the Anderson & Cairns Agency of New York. New name will be Chirurg & Cairns, Inc.

□ **TALK ABOUT IMAGE BUILDING** . . . the American-Marietta Co., 101 E. Ontario St., Chicago 11, Ill. (manufacturers of industrial machinery and supplies) has just published a glamorous, 40-page, 9x12 inch brochure titled: "The Years Ahead: 1960 to 1975." It's an economic report on the growth of business, industry and the nation. Layout and typography . . . wonderful! The story is thrilling. And the use of color in the photographs and drawings is dramatic. It's worth having for inspiration and for your library.

□ **ANOTHER IMAGE-BUILDING** project which deserves comment was instigated by Merritt-Chapman & Scott Corp., 261 Madison Ave., New York 16, N. Y. On Sunday, March 20, the company inserted a 20-page supplement in *The New York Times* magazine section. The supplement told in words and pictures how a group of insurance underwriters back in 1860 started a marine salvage organization with a single schooner and grew in its first 100 years to a worldwide enterprise active in a broad range of industries. Its volume in 1959 totaled \$427 million. In addition





Job can be done in roomlight—next to your camera and duplicator—with new Kodak Ektalith Loader-Processor and Transfer Unit

## New, low-cost Kodak method gives you photo-offset masters in less than 2 minutes!

**Kodak's new Ektalith Loader-Processor ends need for a darkroom or large processing area . . . lets you make offset masters—reduced, enlarged, same size—right on the spot.**

This ingenious unit lets you load high-speed Kodak Ektalith Transfer Paper and process it in roomlight after camera exposure! Attached Ektalith Transfer Unit puts image on low-cost paper master which gives you hundreds of sharp duplicator copies. Quality of reproduction is what you'd expect from Kodak—excellent by all paper plate standards.

New Kodak Ektalith Copying Unit brings another

big advantage—lets you make up to 15 direct paper copies (reduced, enlarged, same size) without making masters or running duplicator.

**Costs are low**—less than \$800 for complete Kodak Ektalith setup above. *Welcome news for everyone who'd like to get "into business" at lowest cost and realize far greater savings in paper work.*

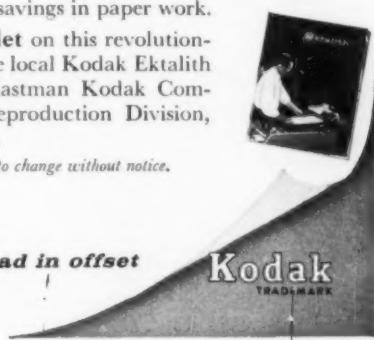
**For free booklet** on this revolutionary method, phone local Kodak Ektalith dealer or write Eastman Kodak Company, Graphic Reproduction Division, Rochester 4, N. Y.

*Price is list and subject to change without notice.*

KODAK  
**Ektalith**  
METHOD

... puts you ahead in offset

Kodak  
TRADEMARK



# CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

**NATIONAL**  
BUNDLE TYER CO.  
Blissfield, Michigan

**SALES LETTERS**  
Letters with "instantaneous appeal" that beckon to be read, that impel and sell. One series 31 years old. Send for circular "R". Please write on letterhead.

"That Yellow Bolt"   
Leo P. Bott, Jr., 64 E. Jackson, Chicago

**EXTRA INCOME LISTS**  
Write for information — Ask for Group #6  
**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

**WEST COAST MAILING LISTS**

Business & Consumer  
List Broker & Compiler

Write for Catalog

**Boynor & Staff Inc.**  
420 Market St., San Francisco

to its newspaper publication, copies of the supplement were mailed to the more than 45,000 shareholders of the corporation and to the organization's 25,000 employees. It was also distributed to editors, educators, business and opinion leaders throughout the country. A fine example of effective public relations, and another fine example of partnership between newspaper and direct mail advertising.

The back is a calendar for the year. What makes the stunt attractive as a direct mail piece is that the promoter mails these covers as a gift to prominent organizations throughout the area (extra copies \$2 each). But inside the gift cover is a collection of sample advertisements from each of the ten cooperating advertisers. If interested, write for a sample. We'll be interested in seeing how the idea works out.



**ADVERTISING MEN** can help their local churches in promoting attendance, raising funds and so forth. A case in point: The St. Matthias Episcopal Church, Grand River at Grand Blvd., Detroit 8, Mich., had been accustomed to issuing small invitation cards. The cards were not very attractive. Some of the advertising fellows got busy and redesigned the card . . . making it a thing of beauty and symbolic of worship. These cards are now being distributed at various motels around the city in close proximity to the parish. Well done.



**EVERY BUSINESS** should have a business library for the use of their officers and employees. That is the theme song of M. E. Willim of The Mycroft Press, 2043 S. Scenic Drive, Springfield, Mo. He is mailing a letter and a small catalog to companies throughout the country explaining "how to start an office library for your business." It is an interesting project and you might like to write and get a copy.



**A HUMOROUS PIECE** worth getting was produced by the Lumite Division of Chicopee Mfg. Corp., Cornelia, Ga. We don't know who designed it, but the 8-page, 6x9 inch booklet was prepared by somebody with real "light touch." The title: "The Amazing Success Story of Throgmorton Horatio Greenthumb." A small amount of copy and plenty of cartoon illustrations describe how nurserymen and other commercial growers get better results by using Lumite Saran Shades. It made a hit with some of the agricultural experts we know.



**A DELUXE COOPERATIVE** advertising stunt is being promoted by Boro Heat-Sealed Plastics, Inc., 250 W. 57th St., New York 19, N. Y. It's a complicated idea but it may work. The plastics organization sold ten business firms on taking small display advertisements on a plastic cover which fits over the New York classified telephone directory. It is an attractive and durable cover. The ads are placed on the front cover and on



**THE COLORED POST CARD** story is told in a king-size brochure recently issued by Chester Litho, Inc., Chester, N. Y. (New York office, 32 W. 46th St.). A typical press sheet measuring 34 1/2 x 22 1/2 inches shows how the finest four-color process scenic and advertising post cards are ganged up in many different styles and variations. The ganging up results in extremely low prices for high-quality work. If you are interested in using colored post cards to offset higher postage costs . . . it might pay you to write to the vice president, William R. Agnew, at the above address.



**TRIPS ABROAD** are becoming more and more popular as prizes in sales contests. If you are interested in such things write to The E. F. MacDonald Co., 129 S. Ludlow St., Dayton 2, Ohio. This company recently issued a glamorous 12x12 inch folder illustrating four of the full-color pages which will be included in the forthcoming 24-page travel incentive catalog. This presentation makes travel awards take on a dramatic new look. We understand the MacDonald Company also has other incentive plans to offer contest promoters.



**SUGGESTED PROJECT** for the Direct Mail Advertising Association, The Business Mail Foundation or the Associated Third Class Mail Users: The National Better Business Bureau and the local



Printed offset on Atlantic Opaque, Vellum Finish - Basis 80



**They were for your best girl. You found them growing in a vacant lot. And when you saw their bright colors, you thought: Oh, what a wonderful present!**

Never in the world was there such a bouquet. Didn't she say so herself? And smother you with kisses till you nearly burst with love and pride?

Your image of love has grown more complex. But your sense of pride is still young and enthusiastic. It's what made you turn out that rush printing job in record-breaking time. A darn good job, too.

And if our good papers helped make it possible, who could blame us for feeling proud with you?



**ATLANTIC FINE PAPERS**

EASTERN FINE PAPER AND PULP DIVISION - STANDARD PACKAGING CORPORATION - BANGOR, ME.





## Keeping one eye on quality— and the other on the budget?

Then Eastern's *Manifest* line is *your* paper. Bond, Duplicator, Mimeo, or Ledger—take your choice. *Economy priced*, yet you get high bulk, even caliper and correct moisture content in all four. This means faster, trouble-free production. Brighter, more sparkling copies, too.

Ask your Eastern Franchised Merchant for samples of *Manifest* Papers in white and colors. Or write us direct.



### EASTERN FINE PAPERS

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, ME.

**Production facts:** This insert lithographed on new, brilliant white Atlantic Opaque, Vellum finish, basis 80, on a 52 x 77 4-color press, 30 up at 4,000 IPH. Sheet size 49 1/2 x 76 3/4. Color sequence was yellow, red, blue, black. Press plates were deep etch aluminum from 175-line screen positives.

EASTERN  
FRANCHISED  
MERCHANTS

ALABAMA	WORCESTER	CINCINNATI
BIRMINGHAM	Butler-Dearden Paper Service, Inc.	The Johnston Paper Co. Merchants Paper Co.
Sloan Paper Company		
CONNECTICUT		CLEVELAND
BRIDGEPORT	DETROIT	The Millcraft Paper Co.
Lott-Merlin, Inc.	Chope-Stevens Paper Co.	COLUMBUS
EAST HARTFORD		Sterling Paper Co.
John Carter & Co., Inc.	MISSOURI	MANSFIELD
NEW HAVEN	KANSAS CITY	Sterling Paper Co.
Whitney-Anderson Paper Co., Inc.	Wertgame Paper Co.	TOLEDO
STAMFORD	ST. LOUIS	The Millcraft Paper Co.
Lott-Merlin, Inc.	Shaughnessy-Kniep-Hawke Paper Co.	PENNSYLVANIA
FLORIDA	SPRINGFIELD	ALLENTOWN
MIAMI	Wertgame Paper Co.	Kemmerer Paper Company
Coronet Paper Products Co.	NEW HAMPSHIRE	LANCASTER
Southeastern Paper & Supply Co.	CONCORD	Garrett-Buchanan Co.
GEORGIA	John Carter & Co., Inc.	PHILADELPHIA
ATLANTA	MANCHESTER	Garrett-Buchanan Co.
Sloan Paper Company	C. H. Robinson Co.	Molten Paper Co.
ILLINOIS	NEW JERSEY	PITTSBURGH
CHICAGO	NEWARK	Darragh Paper Co.
Dwight Brothers Paper Co.	Central Paper Co.	READING
Reliable Paper Company	TRENTON	Garrett-Buchanan Co.
Empire Paper Company	Central Paper Co.	RHODE ISLAND
INDIANA	NEW YORK	PROVIDENCE
FORT WAYNE	ALBANY	Narragansett Paper Co. John Carter & Co., Inc.
The Millcraft Paper Co.	W. H. Smith Paper Corp.	TENNESSEE
INDIANAPOLIS	BUFFALO	CHATTANOOGA
Indiana Paper Co., Inc.	Franklin-Cowan Paper Co.	Sloan Paper Company
MacCollum Paper Co., Inc.	JAMESTOWN	TEXAS
KENTUCKY	The Millcraft Paper Co.	DALLAS
LOUISVILLE	NEW YORK	Olmsted-Kirk Company
The Rowland Paper Co., Inc.	Berman Paper Corp.	FORT WORTH
LOUISIANA	Duplicating Papers, Inc.	Olmsted-Kirk Company
NEW ORLEANS	Inter-City Paper Co.	HOUSTON
Aico Paper Co., Inc.	Majestic Paper Corp.	L. S. Boworth Co., Inc.
MAINE	Geo. W. Millar & Co., Inc.	Olmsted-Kirk Company
PORLAND	Milton Paper Co., Inc.	WACO
C. H. Robinson Co.	Pohlman Paper Co., Inc.	Olmsted-Kirk Company
MARYLAND	ROCHESTER	VIRGINIA
BALTIMORE	Genesee Valley Paper Co., Inc.	RICHMOND
Garrett-Buchanan Co.	NORTH CAROLINA	Virginia Paper Co.
Leonard Paper Company	HICKORY	WASHINGTON, D. C.
MASSACHUSETTS	Snyder Paper Corp.	Virginia Paper Co.
BOSTON	HIGH POINT	WISCONSIN
John Carter & Co., Inc.	Snyder Paper Corp.	MILWAUKEE
The Century Paper Co., Inc.	CHARLOTTE	Reliable Paper Co.
Von Olker-Snell Paper Co.	Snyder Paper Corp.	MONTREAL, P. Q., CANADA
SPRINGFIELD	OHIO	Lauzier Paper Limited
Whitney-Anderson Paper Co., Inc.	AKRON	TORONTO, ONT., CANADA
	The Millcraft Paper Co.	General Paper Company

Bureaus receive thousands of requests each year from people who want to know how to get into the mail order business and whether it's safe to tackle such-and-such an offer. According to one Bureau official, they should have a pamphlet or folder describing and warning these people against the mail order franchise deals. BBBs would be willing to distribute if one of the organizations concerned with "higher ethics" will supply the material. It's a project deserving immediate consideration. See additional reference to mail order franchises in Scuttlebutt.



□ **POST OFFICE DEPARTMENT** is presuming that 2½¢ minimum rate for bulk third-class mail will take effect on July 1, 1960. The Postal Bulletin of April 28 carried instructions to postmasters on the changeover . . . and how to revalue precanceled stamps or stamped envelopes from 2¢ to 2½¢. No arrangements have been made to revalue 1¢ stamps to the 1¼¢ minimum going into effect for non-profit organizations . . . but by July 1 precanceled stamps and stamped envelopes in the 1¼¢ denomination will be ready for distribution. According to the policymakers . . . charitable, veteran, union and other non-profit organizations will in the future pay just one-half of the commercial rate on third-class mail. If the Post Office was reimbursed out of taxes (appropriations) for this subsidy as well as all its other public service functions . . . there wouldn't be any Post Office "deficit."



□ **THE POSTAL SITUATION** is still up in the air as we go to press. Seems sure now that Congress will allow the 2½¢ minimum bulk rate to go into effect on July 1. But Summerfield is desperately trying to get that rate increased before adjournment in early July. House Committee approved a 9% boost in federal salaries (postal employees included). Danger is that during last-minute rush a postal rate increase will be tied to the salary bill. The propaganda campaign of the PMG has been tremendous and frightening. Blatantly inaccurate figures and facts. One five-page press release of April 21 tried to prove that the average citizen actually pays 1¢ (in taxes) for every piece of third-class mail received . . . for that is supposed to be the loss involved. Would take an Einstein to figure that one out. See our May "Impact Report" on page 21. Then talk or write to your Congressman.●

## HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than **making** money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

**And you needn't suspect our motives in making this free offer.** True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

### The Creative Division OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y.  
**M**Urray Hill 2-9000

# TEST MAILINGS...

## and your responsibilities in your company!

One way the Promotion Manager can cope with rising prices is to cut corners on the cost production . . . but when almost half the expense of a "budget" mailing is in the POSTAGE, it soon becomes obvious that it might be wiser to try to increase results by testing new formats, new copy angles, new offers and new mailing lists.

We make this point to emphasize our belief that **TESTING** is an obligation of every promotion manager because of the rapidly changing buying habits, per-

sonal preferences and sub-conscious motivations inherent in our free economic society!

To show you all the creative and change-of-pace possibilities of **RETURN-A-CARD SALES LETTERS** in meeting various kinds of sales problems, we're prepared a new **SUCCESSFUL PROMOTION FOLDER**. A short note on your letterhead stating the market for which promotion is intended will bring a portfolio to your desk. All we ask is your fair consideration, and an open mind.



### CHOICE OF 9 FORMATS

- Return-A-Card Letter, 8½" x 11"
- Return-Envelope Letter, 8½" x 11"
- Return-A-Card Monarch, 7¼" x 11"
- Return-Envelope Monarch, 7¼" x 11"
- Return-A-Card Gram, 7¼" x 7¼"
- Return-A-Card Memo, 8½" x 7½"
- Return-A-Card Memo, 7¼" x 7¼"
- Return-A-Card Self-Mailer, 9¾" x 12¾"
- Return-A-Card Self-Mailer, 11" x 17"

ALL PRODUCTION FACILITIES UNDER ONE ROOF

- CREATIVE COPY
- ART DEPARTMENT
- FOLDING
- LETTERPRESS
- OFFSET
- DIECUTTING
- ATTACHING CARDS
- MAILING



**SALES LETTERS, Incorporated**

155 WEST 23rd STREET • NEW YORK 11, N.Y.

TEL. WA 9-2680



Charles R. Corcoran

### Equitable Promotion Head Features Miami Speakers' Roster

MIAMI BEACH—The man who heads up the entire advertising and promotion program for one of the largest users of direct mail in the United States is scheduled to be a featured speaker at DMAA's forthcoming 43rd Annual Convention.

He is Charles R. Corcoran, vice president of the Equitable Life Assurance Society of the U.S.

Mr. Corcoran will address the closing luncheon, Oct. 13, of the annual meeting to be held at the Americana Hotel here.

With Equitable since 1946, he was named second vice president in 1953 and advanced to his present post last year. He is a past treasurer of the Life Insurance Advertisers Assn. and a member of its executive committee. His work has won top national contest awards.

### It's Waiting for Someone!

The traditional Gold Mail Box will be publicly awarded at the Miami Beach Convention of DMAA in October to the advertiser whose campaign is judged the best of all submitted in the 1960 Direct Mail Leaders Awards contest.

With closing date less than 60 days away (Aug. 1), entries are pouring into DMAA headquarters. Full details about the rules of the contest and about the categories and classifications in which campaigns may be entered are available from DMAA headquarters.

Edited by the

staff of DMAA



Direct Mail Advertising Association  
3 East 57th St., New York 22, N. Y.  
MURRAY HILL 8-7388

## NEWS

S. Arthur Dembner Chairman of the Board Robert F. DeLay President

### Western Mailers Hail Benefits of First Coast Convention as 350 Attend from 15 States

SAN FRANCISCO—With well over 350 enthusiastic direct mail creators and users in attendance, DMAA's historic Western Direct Mail Convention has emerged as a precedent-setting success.

Held at the Fairmount Hotel here, May 4 and 5, the speeches, panels and working sessions attracted retailers, fund raisers, agency personnel, manufacturers, service organization executives and other users of direct mail.

They came from fifteen Western states, from Los Angeles to Denver, from San Diego to Portland. And the roster of direct mail experts who talked to and with them came from all parts of the United States.

Typical of the broad scope of coverage offered by the program was the afternoon session of May 4.

Chaired by Robert G. Hill, advertising manager of the Columbia Geneva Div. of U. S. Steel, who operates out of this community, the meeting was addressed by four speak-

ers from as many sections of the country. They were:

Lawrence G. Chait, president of the agency bearing his name, New York, who spoke on "Financial Direct Mail";

Philip Houtz, executive director, National Jewish Hospital of Denver, whose topic was "Fund Raising by Mail";

Robert C. Dawson, advertising director of Neiman-Marcus, Dallas, who told the gathering "How Neiman-Marcus Sells in 50 States and 60 Foreign Countries by Direct Mail," and

Spencer Nilson, vice president of the Western Div. of the Diners' Club, with headquarters in Los Angeles, who outlined "The Diners' Club Direct Mail Story."

One of the highlights of the two-day program was an address delivered at a joint luncheon meeting with the San Francisco Advertising Club, by Richard Powers, advertising director of Talon, Inc., New York. Mr. Powers, who was last year's winner of the DMAA Gold Mail Box Award for the outstanding direct mail campaign of 1958-59, held his audience spellbound with his observations on "Creativity in Direct Mail."

In addition to those already noted, a total of 20 other authorities in varied aspects of direct mail usage delivered addresses, chaired sessions or answered questions.

A random survey of some of those in attendance at the conclusion of the final session indicated that Westerners were well pleased with the results of the convention and expected that it would be the first of its kind in a continuing series to be held in future years.

The entire conference was arranged by a committee of nine, under the chairmanship of Jack Shnider of Zellerbach Paper Co.



## Months of Planning for New Membership Reach Climax June 15, Shoe Leather Day

NEW YORK—June 15 is the day on which DMAA hopes to add to its roster the largest single influx of new membership in its history.

For June 15 is "Shoe Leather Day," the culmination of a carefully worked out plan whose preliminaries have occupied the attention and activity of state leaders, city keymen and many other leading DMAA members for several months.

During these past months, many members have sent to headquarters the names of close to 5,000 prospects in all parts of the country. Each such prospect has been sent material from national headquarters explaining what DMAA is, what it does and the benefits derived from membership.

Typical of the campaign aids that have been included in the kit sent to present members cooperating in the drive is the desk calendar reminder illustrated.

Prominently outlining the June 15 date, the calendar admonishes the "salesman" to "Talk DMAA . . . Sell DMAA." It reminds him, too, that because of the material already sent the prospect, the Shoe Leather Day



visit will not come as a surprise to the potential new member. "Call on your prospects and tell the DMAA story," it suggests.

A panel at the bottom of the calendar reminds the member that additional DMAA members help him, too, by providing "More Services, More Strength, More Prestige for Direct Mail."

## Library Makes World's Best Mail Campaigns Available for Study

What is probably the world's most extensive collection of top-notch direct mail material is continuously available for research and study purposes at the DMAA library.

Maintained in a well-organized, spacious section of national headquarters in New York, the library today houses about 2,000 mounted and bound campaigns which have actually been used by some of the largest business and service firms in the country.

In addition, the library also maintains many thousands of individual samples of commonly used direct mail material, such as letters and reply forms, newsletters and house organs, brochures and folders, envelopes, die-cut formats and unique gadgets.

The services of the library are open to all—DMAA member or non-member alike. However, members of the organization enjoy the privilege of borrowing the bound copies of full campaigns and of having them shipped to any address specified. Non-members may examine such campaign material, but only within the confines of the library area.

According to Mrs. Ruth Laguna, who is in charge of the DMAA library, it is not unusual to have 150

or more of these campaigns simultaneously out on loan to members at any given time. In addition, the sight of six or seven visitors assembled in the library studying campaigns and pieces at the same moment is relatively common.

That the contents of the library continue to reflect the highest standards of achievement in the field of direct mail is virtually guaranteed by the manner in which the campaigns are obtained: all winners in each year's DMAA Direct Mail Leaders' Awards contest are automatically joined to the library's permanent collection.

This yearly addition is supplemented by the selection of a number of campaigns of special interest culled from among those contest entries which have not received awards.

The filed samples of individual pieces also continue to grow in number constantly by virtue of cooperation from interested DMAA members who send in material of their own creation or mailings they have received at home or at their business addresses.

The campaigns sent to DMAA members are furnished as a free-of-charge service by the organization,

## Pittsburgh Draws 190 for Industrial Mail Workshop

PITTSBURGH—Another in a continuing series of highly successful local DMAA workshops was staged here recently, when 190 registrants took part in an all-day session on problems of industrial direct mail.

George Head, of National Cash Register, Dayton, delivered the luncheon address, "Direct Mail Without Guess Work."

The day was keynoted by Jay M. Sharp, Alcoa's manager of general advertising.

## Calendar of Events

### JUNE

- 2 Indianapolis, Ind.—Direct Mail Day.
- 2 Memphis, Tenn.—Art Directors Club of Memphis—Showing of '59 Direct Mail Leaders.

5-10 Urbana, Ill.—University of Illinois, Direct Mail Advertising Institute.

15 Shoe Leather Day.

21 Washington, D.C.—Direct Mail Day, Hotel Mayflower.

### AUGUST

- 1 New York, N. Y.—Deadline for entries in '60 Direct Mail Leaders Contest.

### OCTOBER

9-13 Miami Beach, Fla.—43rd Annual Convention, Americana Hotel.

except that the borrower is asked to pay shipping charges for the crated books in both directions.

While a 10-day loan is the standard basis on which this service is extended, Mrs. Laguna notes that too often members tend to retain material for a longer period, thus denying ready availability of the material to other members who may request it.

While shipments normally go to advertisers in the larger industrial and business centers of the United States, the library has on occasion sent campaigns to borrowers in Japan, Australia and South Africa, as well as to points in Canada and to several European cities.

Liberally sprinkled through the list of those borrowing and studying campaigns one can find art directors, advertising managers, copy writers and production personnel. Some of America's largest corporations, as well as numerous representatives of small business make profitable use of the library's services.

The DMAA library also does its bit to spread information about the direct mail industry by making available to schools and universities up to 10 permanent copies of any campaign for educational use.

**YOU CAN SHOW YOUR TRUE COLORS ON**

For greater depth in the colors you use, take advantage of Hammermill Offset's bright, luminous whiteness. Your reproductions will sparkle. So will your customers' eyes. Hammermill Offset is great for black and white, too. Turn the page and see.

**HAMMERMILL  
OFFSET**





This is Bill Richards of Cleveland. As a commercial photographer, Mr. Richards has created thousands of advertising product pictures. He's responsible also for the imaginative excursion into color photography on the front of this insert.

## HAMMERMILL OFFSET REFLECTS A PRODUCT'S QUALITY

Photographers like to see their work printed on Hammermill Offset because its extremely high reflectance assures more pleasing contrasts, more faithful reproduction of colors or black and white.

Printers like to print on Hammermill Offset because colors stay on top—bright, forceful—and because Hammermill Offset stays in accurate register.

You'll like Hammermill Offset in any of the 8 finishes and 7 cheerful colors in Vellum finish. This specimen printed by offset on substance 70, Wove finish on a 25 x 38 two-color press. Sheet size 25½ x 38, eight up. Speed 4000 per hour. Colors printed yellow, blue, red, black.

Hammermill Paper Company, Erie, Pennsylvania.

IT'S A rare week when a top-notch direct mail piece is not sent out by *American Home's* advertising promotion department. In fact, over the past eighteen months, no less than 75 different pieces have been mailed out by this "young" old magazine. The story of these 75 pieces is a story of inventiveness and persistence. Lists and cost figures are secondary to the originality of the mailings and the hoped-for results.

While it is common knowledge that magazines spend a great deal of time and money prospecting for new subscribers (and renewing old ones) through direct mail, a second and equally important use of the mails for publishers is often overlooked. This second use is the promotional material to advertisers and their agencies to impress upon them the idea that the magazine is the very best place for them to advertise. Since advertising revenue is the "breadwinner" of most publications, the quality of the advertising promotion must be first-rate and it must be effective.

#### A "New" Magazine

Jess Hadsell, *American Home's* Advertising and Sales Promotion Manager, explained the reason for this emphasis on advertising promotion. "In spite of the fact that *American Home* is twenty-six years old, it has a new look and a new depth of information. Bought by Curtis Publications two years ago, it has a new editor, and has undergone changes that have resulted in an updating of feature material and production. We like to think of *American Home* as the magazine for the family who gets an exceptional enjoyment from their own home. Editor-in-chief John Carter tries to make the articles not only informational and factual, but interesting and pleasurable to read. Everything is geared toward helping our reader keep his home a happy, comfortable and satisfying place to live. More and more advertisers and their agencies are becoming aware of this "new look" here at *American Home*, and we are trying to educate them to the fact that the magazine is a vital medium for their advertising."

Their attempts to reshape the thinking of the advertisers have not been feeble ones. The mailing schedule bears that out, as does the cost of some of the pieces, one or two of which have run as high as \$1.00 each in the mail. However, *AH's* mailing

# THE NEW LOOK AT AMERICAN HOME

by Peter S. Fischer, Field Editor

#### REPORTERS NOTE:

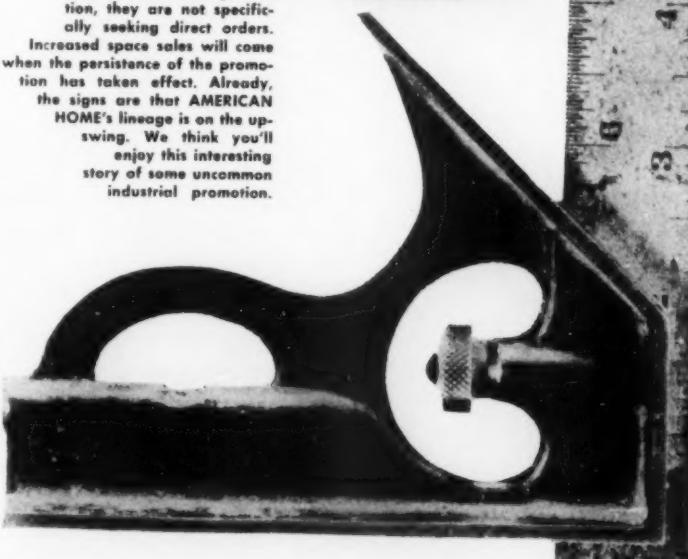
Jess Hadsell and Herb Ehrlich are no strangers to Curtis Publications . . . or to direct mail. Jess Hadsell, *AMERICAN HOME'S* Advertising and Sales Promotion Manager, was formerly Creative Manager for another Curtis Publication, *HOLIDAY*. Herb Ehrlich, Creative Manager for *AMERICAN HOME*, formerly worked in the creative department of *SATURDAY EVENING POST*. Over 18 months ago, they were transferred from their sister publications to start a vigorous advertising promotion program for the then-recently acquired *AMERICAN HOME*. In the short space of a year and a half they have created many outstanding direct mail pieces aimed at prospective advertisers and agencies. Though sometimes overshadowed by the weight of numbers of circulation seeking direct mail, promotion to advertisers is a vital part of any publication. Like any business-to-business promotion, they are not specifically seeking direct orders. Increased space sales will come when the persistence of the promotion has taken effect. Already, the signs are that *AMERICAN HOME's* lineage is on the up-swing. We think you'll enjoy this interesting story of some uncommon industrial promotion.

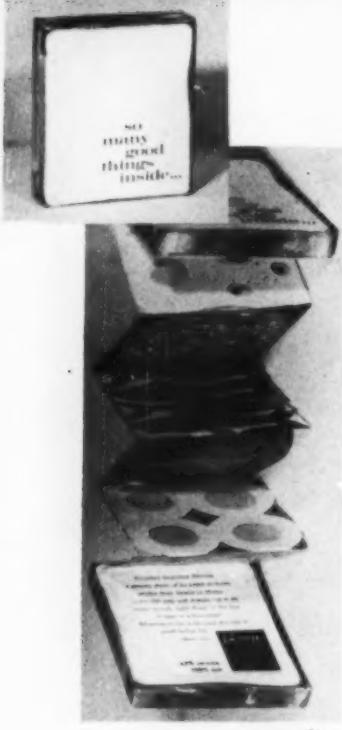


JESS HADSELL



HERB EHRЛИCH





This sandwich — with a gatefold message on simulated eggs, sardines, tomatoes and salami — was mailed to a 5,500 list. The caption "So Many Good Things Inside" ties in with the many good things in each issue of *American Home*. This piece, mailed in a carton, comes wrapped in waxed paper with a note to the secretary to let the boss open it.



This dimensional mailing was mailed to a list of 5,000 primarily agencies and home-improvements advertisers. The "brush" pulls out to tell recipient that more *American Home* readers have remodeled their homes, than have readers of other mass magazines. Made from giant "Lily" cup with lithographed label.



This little flower, a wooden stick with paper leaves, came in a small flower pot, and was mailed in a tube. This one went to a list of 5,000. Copy on leaves explains that "Perennial sales bloom with AH advertising," "there's a bumper editorial crop every month" and AH does a good job of "planting ideas" in the minds of their readers.



list is limited to a prime prospect list of 10,000 advertisers and their agencies, and most mailings do not go to the entire list—only to those who would be affected by the particular mailing. A food promotion, for instance, would not be sent to a paint manufacturer.

#### Double Duty Pieces

Credit for this vigorous direct mail program must go in large part to Advertising and Sales Promotion Manager, Jess Hadsell, and Creative Manager, Herb Ehrlich. Mr. Hadsell, for many years Creative Manager of *Holiday* magazine (also a Curtis Publication) launched the *AH* program with the same enthusiasm and talent that won him acclaim for his *Holiday* promotions. While space advertising in the large consumer and media books accounts for most of the promotion, a large part is concerned with direct mail to the selected list. Some pieces serve double-duty, both as mail and as inserts in trade magazines.

Basically, the philosophy of *American Home* direct mail promotion is to identify the magazine as the homeowner's magazine. The promotion must tell the story clearly, and at the same time, reflect good taste of the magazine itself. Wherever possible, the direct mail piece must be interesting enough to make the recipient want to keep it, or to pass it along to others. If these Multiple Exposure Pieces (as *AH* calls them) are "right" the pieces will make many more impressions than the base-list would indicate. From salesman's comments and correspondence from advertisers, Jess Hadsell is convinced that these Multiple Exposure Pieces are doing the job.

#### Unlimited Ideas

Direct mail ideas at *American Home* seem to be unlimited. Most are dreamed up by the magazine's advertising promotion department. Black magic and extrasensory perception aren't the key either. Jess Hadsell says that ideas can come from anywhere. For many years he has kept a file of good ideas and sometimes he looks through them for inspiration. A "bad" idea might need just a little change to make it a first-rate seller. Ideas are everywhere. They just have to be noticed, and then adapted.

Formats range from multi-colored dimensionals such as the paint bucket and the sandwich (both illustrated) to simple black and white gatefolds or broadsides. Herb Ehrlich is quick to point out that the dimensional approach is used when the effect cannot be duplicated by a "flat" presentation. The dimension, he points out, adds importance to, and dramatizes, the message.

### Results to Come

Some of the results are readily apparent. Salesmen are enthusiastic about the promotions, and report that the advertisers and agencies enjoy receiving them. The air is much more receptive toward *American Home*. Many letters have come in from irate advertisers who, through always present human error, have missed some of the pieces. Demands for samples from agencies have almost depleted *American Home's* inventory of back mailing pieces.

As to tangible results, the magazine is highly confident of an up-swing in advertising lineage for 1961. Right now, the magazine is coming out of the time "lag," the gap between the time when schedules are made up and editorial changes, sales efforts and promotion have taken effect. Schedules are coming up for many large advertisers and Jess Hadsell feels that *American Home* promotion is going to help reap a much larger share of the advertising dollars being spent.

### Cost Relatively Small

Over the past year and a half, about 17% of the total advertising promotion budget has been spent on direct mail promotion, including the postage. *American Home's* page rate is \$19,620 (one time, four color) and in the overall scheme of rates versus expenditure, the cost of the mailing is small. As I mentioned previously, one or two of the pieces cost as much as \$1.00 each in the mail, but the bulk of the pieces cost considerably less—somewhere between 25¢ and 30¢.

The first four pieces pictured represent the more expensive dimensionals; the second four, less expensive "flat" pieces. But throughout the eight you will find the same creativity that has put *American Home's* direct mail among the tops in the country. •

A pop-up butterfly in the center fold of this attractive folder emphasizes copy-line  
" . . . and all of a sudden,  
What a Beautiful Difference"  
in the new American Home.  
This piece was sent to a  
list of 10,000. The folder  
is black and white,  
the butterfly black and yellow.



what a beautiful difference!

the new American Home



"TAKE A CAN OF SALMON",  
AH said in an editorial  
recipe, and then they had  
Daniel Starch find out how  
many of their readers did.  
Answer: 704,000 (out of  
3,600,000) had done so, and  
another 1,216,000 made  
plans to. Convincing proof  
of readership and a strong  
inducement to food  
advertisers. Similar promotions  
done on egg and on ham recipes  
with equally good results.  
Sent to a list of 5,000.



A 20" long pair of die-cut cardboard scissors  
was sent to a list of 6,500. Caption:  
"Who's cut out to do more decorating?"  
By opening scissors, recipient finds message —  
American Home families, of course, with  
good reasons why.

This large carpenter's tool is promoting the  
August issue of *American Home*, says that  
this issue will go beyond the nuts and  
bolts of remodeling. Printed in black and white,  
this special mailer went to 6,000.



# WELCOME, NEIGHBOR

A New England Housewife

Introduces Newcomers To Local Merchants

With an Unusual Mail Promotion



**I**N THE town of North Scituate, Massachusetts, and in nearby Hingham, the first "how-do-you-do" is often contained in a simple #10 envelope. Inside that envelope, the newcomer finds a 24-page get-acquainted booklet describing his new home-town, its facilities, and some of its merchants.

This welcoming message is mailed out by a small local firm called *Housewarmers*, the creation of Mrs. Nancy W. Crafts. Originally intended as a part-time venture, it is fast becoming a full time job. *Housewarmers* introduces the newcomers to the local merchants in the area, much the same function as the more widely known Welcome Wagon. However, where Welcome Wagon's contacts are through personal calls, *Housewarmers'* greetings come via the mail box. Moreover, the cost of *Housewarmers'* service is about half that of Welcome Wagon.

#### Valuable Certificates

In addition to a welcoming book-

let, the new homeowner receives a selection of valuable certificates, one from each advertiser in the booklet. These certificates are good for merchandise or discounts at the local shops which are located in Scituate, North Scituate, Scituate Harbor and Hingham. (There is a separate edition for the Hingham area.) Each certificate is blue, only the offer and donor change on each. Many offer free merchandise with no strings attached, others offer discounts. The local newspaper presents the newcomer with a 3-month complimentary subscription. A greenhouse gives away a free plant. The bank, a free book of personalized checks when an account is opened, the hardware store, a \$1.00 discount on any \$3.00 item. And so on.

Results from these coupons have often been spectacular. Mrs. Crafts checked up to see how they were being received, found that one merchant-customer had gotten back 66% of his coupons. Another storeowner received a 26% return (of which

the first 4% paid for the service).

The cost of the service is low. Each advertiser is charged 50¢ per name for each name mailed to, usually 4 or 5 a week, or 20 per month. At the end of the month, each advertising merchant receives the complete list of newcomers so that he can follow-up on his own if he so chooses. The names are received from the Registry and Deeds office at Plymouth each week. Only new homeowners are mailed to. Renters are disregarded, as are people who make a move within the town.

There is no printing bill as the printing is handled letterpress by the local newspaper. In return, the newspaper gets free service from *Housewarmers*.

Each merchant signs up with Mrs. Crafts for a year minimum. The ad is printed on a page facing some sort of editorial material (local church listings or beach facilities or schools). Booklets, however, are not stapled together until they are used.

In addition, pages are not numbered. Hence when an advertiser drops out, or a new one is added, there is no costly expense of reprinting an entire revised booklet.

### Coexistence

Welcome Wagon exists in Hingham, and provides competition for that edition of the *Housewarmers*' booklet. It had also been in Scituate but two years ago was discontinued. After Mrs. Crafts had established *Housewarmers*, W.W. attempted to come back in the area, but couldn't get a foothold and dropped out.

While the two services are competitive, they are by no means mutually exclusive. Both Welcome Wagon and *Housewarmers* handle merchants on a one-of-a-kind basis. If they have contracted with one florist, they will not service a second. Hence, there is ample opportunity for both to thrive. In Hingham, where Welcome Wagon is established, Mrs. Crafts has 10 accounts, mostly competitors of firms handled by Welcome Wagon. Welcome Wagon—contacting in person—charges the merchant 90¢ a name. *Housewarmers*—using the mails—costs 50¢ a name.

### Some Prefer Letters

Some local merchants prefer the more personal technique of the individual letter, and Mrs. Crafts is happy to oblige. She writes the letter to the customer's specification and mails it to the same list of newcomers. For a local jeweler, for instance, she wrote a welcome letter telling the recipient there was a free jar of silver polish waiting at his jewelry store. Mrs. Crafts sells this service to merchants both by letter and by personal calls.

All letters—both promotion for *Housewarmers* and those requested by merchants—are individually typed on an electric typewriter. Someday, Mrs. Crafts plans on getting an automatic typewriter, but not in the near future. She does most of the typing herself, but if things get busy, she has a couple of friends who can pitch in and help.

The *Housewarmers* plan is certainly a low cost promotional aid to the merchants of Scituate, and is an idea that could move into other parts of the country. One thing is certain. It's helping small merchants use direct mail, something many of them seldom have the time or the inclination to do themselves. \*

### A. L. AHEARN

... Jeweler ...

Watches . . . Jewelry . . . Gifts  
172 GANNETT ROAD • NORTH SCITUATE MASSACHUSETTS  
TELEPHONE LINDEN 9-3323

February 15, 1960

Mr. & Mrs. Andrew Wyman  
8 Clifton Ave.  
Scituate, Mass.

Dear Mr. & Mrs. Wyman:

Welcome to your new home. It will be our pleasure to have you for members. As a small gesture of our appreciation of your settling near us, we will follow a free gift of Maguire Silver Foam.

For years this formula has been jealously guarded and used exclusively by the White House. We are proud to be one of the very few who have been chosen to handle it, just as we are proud to have been chosen to handle other exclusive lines of silver and jewelry, such as, Reed and Barton, Krementz, Hawley and Girard Perregaux.

Quality of product and quality of service are the foundation of our business. If you want expect and appreciate only the very highest of craftsmanship from your jeweler, then we hope you will give us the opportunity to serve you.

In the meantime, and until you may have a definite need, we look forward to meeting you in person. Just bring this letter with you for your gift which we have set aside in your name.

Sincerely,

Austin L. Ahearn

COMPLIMENTARY COUPON  
VOID BRING THIS IN FOR YOUR  
FREE PLANT  
SCITUATE GREENHOUSES  
First Parish Road, Scituate



### Housewarmers

newcomer for the Merchant

NORTH SCITUATE, MASS.  
TELEPHONE LINDEN 9-1892

March 7, 1960

Gannon's Hardware Store  
91 North Main Street  
Randolph, Mass.

Gentlemen:

Is your advertising missing this best market of all?

We refer to new families in town who have just bought homes and are settling down. You will readily agree, we believe, that these are solid citizens of means who will make excellent customers for hardware supplies. To capture this rich market we offer you a plan which will put your message in front of them at a time and in such a manner that will find them most receptive.

Once each week we secure the names and addresses of all families who have bought homes in your area as recorded at the county registry of deeds. To these people we send on letterhead by first class mail a message of welcome. You may also wish to include some special offer. (See our enclosed sample.)

To all appearances this letter comes from you but we do all the work. AND PLEASE NOTE THIS. For effective response nothing matches an individually typed and fully personalized letter and this is the way each and every name is handled.

Wouldn't you like to know more about this plan, what it can do for you and how really inexpensive it is? For complete details just mail the enclosed card. We suggest you act promptly because once we start to work for you we automatically agree not to sell our service to your competition.

Sincerely,

HOUSEWARMERS

*Hanney W. Crafts*  
(Mrs.) Nancy W. Crafts

Welcome

to

Scituate

Your guide about town

(A) A letter from a local jeweler, written on order by Mrs. Crafts and mailed to new homeowners. (B) Mrs. Crafts' own letter seeking new accounts. (C) A complimentary coupon, one of many good for discounts and merchandise at participating shops. These coupons come tucked in the back of booklet (D) which is mailed to every new arrival in the Scituate area.

# DIRECT MAIL DIVIDENDS

## HOW TO GET MAXIMUM MILEAGE FROM YOUR MAILINGS

by Martin Baier, Vice President  
M. P. Brown, Inc., Burlington, Iowa



### REPORTERS NOTE:

Martin Baier is responsible for sending out 5½ million pieces of direct mail a year, and over the years he's learned how to get the most out of each of those pieces. This article (adapted from a speech before New York's Hundred Million Club) outlines many ways that a single envelope to a single prospect or customer can result in multiple sales. Martin's tips are good ones, and worth noting. With postal rates subject to a rise at any moment, direct mail users will have to find new ways to offset the increased cost per mailing. Most obvious way is to increase the revenue per order, and here are Martin's ideas on how to do it.



Three typical "impulse" offers printed on the flap side of M. P. Brown business reply envelopes. Low price and utilization of this prominent space have made these hitch-hike offers highly successful.



At M. P. Brown, Inc., we look upon our services as being highly specialized. This makes possible mass production of certain standardized items in the fields of collection helps, printed necessities, Christmas greetings and specialty items.

The secret of this mass production lies in mass distribution. The secret of mass distribution lies in mass mailing. It lies, too, in simplicity of operation. By simplicity, we mean the old Henry Ford principle: You can have any color of Ford automobile you want, *provided that it is black!*

Our market...the prospects we want to contact, captivate and convert to customers...lies among the five million *plus* businesses in America—excepting the very large and the very small. The reason we exclude the bigger firms is simple: they have their own low cost sources for the merchandise we have to sell. The very small are excluded because they just don't buy.

### Prospect Lists

Once our market has been clearly defined, just how do we go about cultivating it...acquiring new customers, caring for and keeping those we have? The answer lies in proper selection of prospect mailing lists coupled with a statistical balance between mailings to these prospects and those customers we already have.

We mail about six million pieces annually at M. P. Brown, Inc. In prospect mailings, we use lists compiled from Dun & Bradstreet and the yellow pages of telephone directories according to our own formula of responsiveness. Coupled with use of these compilations is an extensive use of mail order lists of both a competitive and non-competitive nature.

Aside from the usual list qualifications of mail responsiveness and type of buyer, we have also gathered a great deal of significant data from compiled lists on such qualifications as population, geographical distribution, line of business, size of firm and degree of advertising awareness.

We're ever testing new lists—some of which pay out, most of which don't. We never anticipate seeing the day, however, when we can no longer afford to test new outlets, even if they are losing propositions. For therein lies the *value of a customer*.

### Customer List Valuable

Our most valuable mailing list, or yours, is that of our customers.

We think highly of these customers of ours — mainly because they think highly of us, buying from us again and again.

We keep very careful statistical records in our business — as every business using direct mail can and should. These records show us conclusively that a customer who has bought collection stickers from us in the spring is three times as likely to buy Christmas Greeting letters from us in the fall as is a cold prospect. And, that a Greetings customer is ten times as likely to buy again next year as is a cold prospect. Notice, too, that when we sold him collection stickers we automatically qualified him as doing a credit business — and having a list of customers in whose goodwill he is vitally interested. *That's why he buys Christmas Greetings!*

It's certainly difficult to ever overestimate the value of a customer list — ours or yours. Therein lies the backbone of any mail order business. In the insurance field it is quite common practice to write a policy at a loss, knowing full well that the profit will come with the renewals. In effect, we do the same thing simply in order to acquire new customers. The more successful we are in doing this, the faster our business will grow. A business developed around a single item sometimes can be handicapped in this respect — unless that item is subject to "renewal" as is an insurance policy or a magazine subscription.

#### Prime Item

It is, we all know, desirable that every mail order operation has at least one *prime* item — that is, a product which it preferably manufactures or, at least, one on which the margin of markup is such as to allow a considerable spread for "Buying" new customers — even at a loss. It uses its prime item to "buy" new customers but, at the same time, has an extensive and continually growing line of related merchandise to be sold to this same type of customer.

These people who have already bought from you are much more likely to respond again simply because they now have faith in you, have goodwill toward you. It's your job to never let them down.

#### Dividend Factor

Coupled with this important subject of acquisition of new customers is the desire to have each of them *spend more with us... to increase their average order... or to order*

more frequently. This is the "Dividend" factor!

In considering the "Dividend" factor, we think first of the variety of items which can be sold to the customer we have. While our sales are primarily of collection stickers, Christmas letters and printed items we manufacture, we have also successfully sold: envelopes, paint sprayers, lazy susans, collection notices, shirts, books, home powerplants, stuffed dates, cheese, lawnmowers, movie cameras and literally dozens of other items!

As a result the customers whom we have worked so hard to contact and captivate hear from us and are cultivated by us most regularly. We are on the lookout constantly for distinctive items which would appeal to our customers.

Of course, the manner in which we offer these items to them is most important. In our offer — or proposition — our desire is to present the item in a most realistic and honest form. We leave no doubts, try to make up the customer's mind... and then make it very easy for him to order. Frequently, we resort to an omnibus type of mailing and offer "free ride" items which are related, but still not competitive.

In addition to *frequency of mailing on a variety of items...* in addition to "free ride" offers... there are other techniques we have tested and used. These are devices to increase the average order through establishment of minimum quantities... and, of course, the old standby of price increases, heaven forbid! "Hitch-hike" offers of "impulse" items also work successfully for us in many instances. Premiums encourage more orders and bigger orders. These devices obviously become increasingly important as mailing costs go up.

A thorough knowledge of your product, your market and your presentation can make your direct mail effective — but it takes "golden rule" customer relations to build continuing goodwill. Particularly in direct mail selling, where you lack the advantage of personal contact in salving hurt feelings, an understanding attitude is most important. No complaint is too small to receive the most serious attention. Each should receive the same promptness and courtesy as do orders and checks.

We have found that if we care for those customers we've worked so hard to acquire... we'll keep them! The dividends are ours to keep, too! ●

**FREE**  
OFFICIAL 50 STATE  
AMERICAN FLAG

With your order totaling \$1.00 or more  
for Collection — Rock — Tree — Stamps  
Stamps — Money Boxes — American  
Flag colors — Small gift items — Autographs  
and more... Send \$1.00 and receive  
a 50-state American Flag  
This Offer Expires in 10 Days.

Just Attach This Form to Your Order  
and Receive a FREE WATCH FREE

M. P. Brown, Inc.  
424 North Third St.  
Burlington, Iowa

**FREE**  
TIMEX Watch

With your order totaling \$1.00 or more  
for Collection — Rock — Tree — Stamps  
Stamps — Money Boxes — American  
Flag colors — Small gift items — Autographs  
and more... Send \$1.00 and receive  
a 50-state American Flag  
This Offer Expires in 10 Days.

Just Attach This Form to Your Order  
and Receive a FREE WATCH FREE

**Colorful  
Cuckoo Clock**

A Unique Gift  
For Your Home and  
Your Friends, Too!

#### Direct From Germany only \$5.95

Imagine a beautiful hand-painted Cuckoo Clock  
— direct from Germany's Black Forest. It's  
the ideal gift for any home — yours and your  
friends, too.

Genuine cuckoo gives its call every quarter hour.  
Has 24 hour cycle. Completely adjustable for  
perfect time. This is a lasting remembrance gift.  
Ideal for end-of-year customers. Order while  
the imported supply lasts.

M. P. Brown, Inc., 424 N. Third St., Burlington, Iowa

Ship  Cuckoo Clocks @ \$5.95 each.

Name   
Phone   
Address   
City  Zone  State   
Check Attached ship prepaid  Send Invoice  CC

Upper two enclosures offer a free premium if the buyer will purchase at least \$15.00 worth of merchandise. Above, a hitch-hike insert offers a German cuckoo clock for \$5.95. Below, a free premium is offered for prompt replying.

#### FREE... If You Respond Within 10 Days

USEFUL IN ANY HOME  
OR OFFICE

• Seals ENVELOPES  
• Moistens STAMPS  
• LABELS PRICE TAGS  
• PAPER TAPE, ETC.

easy-to-use

# HOW TO PROMOTE INACTIVE ACCOUNTS

by Hugh M. Martin, Credit Sales Manager  
The Addis Company, Syracuse, N. Y.

## REPORTERS NOTE:

The Addis Company is one of the leading progressive department stores in the country. Long known as a ladies wear store, Addis has recently added a men's accessories section, and now boasts the largest children's department in upper New York State. They have three stores—one in Syracuse, and two others in nearby Fairmount and Dewitt. Hugh Martin has been with Addis for 24 years, starting as a shoe salesman while going to school and working up to his present post as credit sales manager. His duties are numerous. He writes all the copy for the direct mail literature to accounts, roughs out layouts (which Addis' five artists finalize) and generally oversees all the activity described in his story. Addis owns a large offset printing press which is operated on the premises by an Addis employee. All but the most elaborate mailing pieces are produced on this machine, representing thousands of dollars in savings to the store. Hugh is a firm believer in this store-written, store-designed, store-printed philosophy, and feels that this personal touch adds to the readership of the mailing pieces. Budget figures are not available from the store as to how much is spent and where, but as Hugh says, "Over the years we have been aggressive in our direct mail approach to our customers, and management would not allow it to continue if it were not profitable." This article has appeared previously in "Credit World" and "Credit Currents." As a result, Hugh has received hundreds of requests for samples, but if you like this story and his ideas, he could probably stand a few more inquiries.

The credit sales manager of any company today has as much of a responsibility to increase sales as do the merchandisers and buyers. One of the means at his disposal is the promotion of inactive accounts.

Charge accounts are *not* a nuisance. They are a *necessity*. It is up to the credit sales manager in every concern to keep as many customers on the books as possible and to keep the accounts in a liquid condition so that the customer may continue to use her account. We thereby promote extra sales.

Some inactive accounts are due to complaints — not handled properly, indifference of the sales people, indifference in the attitude of the credit personnel, poor judgment in collection routine and letters, and so forth.

It is up to the credit sales manager to know why the customer stops buying from his store. Therefore when you have an inactive account program, please think about it seriously and make it worthwhile. Do not let it become just a routine, haphazard effort.

Because of cycle billing, it takes at least a full month to mail out statements. In October, 1958, we sent a

brochure to our active and inactive charge customers, informing them that we (the Addis Company), to our knowledge, were the first store to offer a Christmas Gift Plan. The brochure, along with a statement with a printed message on it, was sent to the inactive accounts. This plan was calculated to get the customers to bring their money into our store instead of depositing it in the bank in a Christmas club account. It would be kept on a separate account and accumulated until November, 1959. A substantial payment for Christmas purchases would be amassed for that season.

It took two years through our company's attorneys for us to get permission and through the New York State Banking Laws to offer such a plan to customers. There are certain provisions according to the New York State Banking Laws that we had to comply with. We were greatly pleased, and somewhat surprised, at the amount of dollars and the number of customers who jumped at this chance.

At present we have a substantial number of our charge customers depositing with us. Many of the dor-

mant accounts have become active because of this special notice.

## Deb's Accounts

During the early part of this year we again wanted to contact our inactive accounts along with our active accounts. We had another mailing piece in the form of a little brochure, the heading of which read: "Welcome Miss Deb and a Memo to Parents." We used the inactive statement, printed a little message on it and enclosed the brochure. We got immediate reaction from both active and inactive charge account customers. Apparently customers liked the idea of having their daughters or relatives become "Deb" charge account customers of the Addis Company.

The "Deb" campaign does not place any responsibility on the parents whatsoever. We have "Deb" charge accounts in our files at the present time that are active from the ages of eleven to eighteen. There is a \$30 limit on this type of account, payable \$3 a month plus the usual service charge. To date, we have opened over 200 such accounts. The average sales have been \$6 plus. So far no collection or overbuying problem has been presented. Naturally, we expect some of these will prove unsatisfactory, as with any other kind of account.

My purpose in calling this to your attention is to again bring to mind the fact that in reviving inactive accounts, you must have something which will get and hold the interest of the customer, and entice her to come in to your store to see what in the world is going on.

Another good means of solicitation is to send a birthday reminder notice to the husband about five days prior to the wife's birthday.

Still another, is to send a congratulatory card addressed to Mr. and Mrs. two days prior to their wedding anniversary. This card, of course, should sell nothing except good will.

At least once a year let your customers know you appreciate their patronage by sending them either a card form or letter—with a message such as "Your Credit Is Tops With Us" or "Our Hat's Off To You" or "Thanks For Making My Position More Pleasant," and so forth.

### Ask Customer's Advice

Recently, we wanted to find out from our active and inactive accounts what departments they did *not* patronize in our organization. We used our whole charge list and again on the inactive statement a brief message was printed and enclosed with a business reply card, which said in part: "Yes — It's true — Customers *are* the real merchandisers of all our departments — through your suggestions, criticism and acceptance of merchandise. Our merchandisers and buyers are guided in their selections. So that we may continue to bring you the newest and smartest fashions — Please indicate below the departments *You Do Not* patronize in our store — Your comments will be appreciated." On the card, we listed most of the important departments.

The replies came back fast and furious. Fortunately, most of them were very kind and favorable. We were not looking for them; we were looking for the ones who had a complaint and the ones who were no longer shopping in our store. We got what we asked for, and every complaint was followed up by the merchandiser of the department affected. Some, of course, I had to take care of myself because of customers' thinking they were misused by our credit department. It gave us a world of information. We were again able to gain the friendship of some of the customers that we had lost for various reasons.

Last, but not least, when an inactive account becomes active again, what do you do about it? Do you let the customer know you know she is back in the store? Do you send her any kind of contact thanking her for coming back and welcoming her to the fold? If you do not, in my estimation you are missing one of the important contacts you can make with an inactive account.

### One Method

We have a little hand printed folded notice that we immediately send out to the customer who becomes active again. Incidentally, it also goes to each new account that is used for the first time.

As the customer takes it out of the envelope, she is greeted with the words "Thank You," and then the message inside continues: "For becoming an active charge account customer of the Addis Company. It is a pleasure to welcome you among

our many friends... Should we fall short of your expectations in service or merchandise, please tell us... Your account is available in our suburban store as well as downtown... To be of service to you is important to us..."

We know that this little card is nothing of any world shaking importance, but the customer who is sitting in her home thinking of her shopping ventures, really does appreciate this notice. We have received so many nice phone calls and letters as the result of it.

In closing — Whether you spend \$0.04 for a mailing piece or \$400 for a newspaper ad, directed to inactive accounts, it must be well thought out and planned. By doing so you may turn many dormant accounts into active accounts, and your mailing piece will not be an expense but a profitable contact. No credit sales manager can be happy with his operation if he is average. Average is the best of the poorest, but it is also the poorest of the best! ●





# "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Red*

We got letters. Lots of them. And they're still coming in as a result of the May Reed-able Copy. Remember? We discussed what a company should do to sell its product or service when it differs only slightly from what competition has to offer.

We promised to expand on the 10-point program suggested in that article. So we'll take first things first, and here discuss point No. 1 which was: "Maintain a continuous contact with the buyer, keeping him forever conscious of your product, your willingness to do the unusual for him in the way of delivery, information—even entertain him so he looks forward to getting your mailings because they are a bright spot in his day."

Vash Young, one of the most successful insurance men early in this century, called this type of direct mail "Go-giver advertising."

#### Worth Sending?

So stand off and take a look at that piece of direct mail you just sent out. Is it worth reading? Does it help the person you sent it to do his job better? Does it give him information he wants? Does it have news value? Does it make him feel better for having read it? Does it make him feel he'd like to hear from you again because you have given him an idea, or a lift, or a chuckle? Or is it all about your product and its benefits—benefits that can be matched by many competitive products on the market?

We know a distributor of electrical supplies, a library supply house, an insurance man, a tailor, a seller of funeral monuments and vases, an industrial supply company, whose products differ little from their competition, who use a simple form of direct mail—a postal card for this purpose. The card is divided down the middle—one side for information about what is being sold, and the other side filled with jokes. Corny? Yes.

We use a postcard of this kind ourselves. Many solemn, hard sell advertising people have told us it's "silly." But in 20 years of mailing such a card every month, we find it does an important part of our selling job. It doesn't do the whole job, of course, but it adds that touch of friendliness so important in making any sale.

#### Examples

Here are examples of the type of copy used on the commercial portion of such cards.

##### YOU CAN MAKE MONEY ON VASES

Your profit on vases is probably larger than anything else you handle. Now's the time to sell vases to the automobile trade.

Just display them and you'll find women from far and wide coming to your place to get them. They're not too heavy to take away in automobiles. This saves you delivery expense. To make them even more attractive, you can sandblast initials or some other engraving on the vases.

MARTIN MARBLE, which is the name of this postal card house organ, goes, of course, to marble dealers.

Note how the copy talks about profits and how to get them. Not a word said about the vases themselves, because vases of similar beauty and utility are sold by Martin's competitors.

The same technique is being used successfully by a custom tailor with its monthly postal card house organ SUIT YOU? Here's the copy:

The beauty of getting your next suit tailor-made is that you can get everything you want.

Want a vest? You can have it. Want your suit tailored in the new slim styled double breasted model? Or an extra pair of trousers? Or extra pockets? You name it. We'll make up your suit to fit both your build and your whims from any one of a wide variety of fresh, new patterns, fabrics and colors. Hundreds of full size pieces on display so you can see exactly how the material will look when made up in a suit for you.

You are invited to bring HER with you. Park FREE in the lot right at our rear entrance—a few steps from your car and

you're here.

Every custom tailor can offer a suit buyer the same benefits. But the difference is that Hal Clark tells buyers so while his competitors talk generalities.

These little cards also sell products while entertaining prospects. Even use reason-why copy. BLACKBURN STUFF, the house organ mailed every month for the past 13 years by Don Blackburn & Company, uses hard sell along with entertainment. Promotes an oil tight switch in this way:

Where once coolants, oils and cutting fluids could contaminate a switch—now they can't—if the switch is Cutler-Hammer's Type L sealtight.

One seal is located where shaft enters operating head. On push type switches a bellows entrance seal stops entrance of all contaminating matter. Another gasket seal between cover plate and switch enclosure. Then, there's a diaphragm seal between head and switch base.

No fluid or other foreign matter can get into the control assembly.

You'll eliminate switch failures due to contamination of coolant, oil and cutting fluids when you equip with the safe, sure C-H Type L sealtight switch. We carry them in stock for fast delivery.

#### Be Entertaining

What makes prospects read these simple, postal card house organs?

First of all, they like to get them because of the jokes they contain. It's the radio and television principle applied to direct mail.

You tune in Red Skelton, not to hear about Pet Milk, but to be entertained. These little monthly mailings operate the same way. Prospects and customers look forward to getting them because of the corny humor, but they read the commercial. That's proven by the inquiries such cards bring.

Many of you are on my IMP list. IMP uses exactly the same technique—humor combined with common sense.

Here's the commercial on a recent

issue:

Sending direct mail to all of your prospects before, after and between the personal calls of your salesmen multiplies their effectiveness as order-getters . . . and cuts the cost of selling.

Another excellent direct mail medium used extensively by concerns with products or services which vary only slightly from competitors' products and services, is the newsletter.

This also is the "go-giver" type of selling. It gives the reader what he wants to read—information, humor, news—and not so incidentally, gets in a plug for the product or service offered.

Such mailings never shout price, quality, service. When they mention these reasons for buying they back up such ideas with case histories that prove the points.

One of the important advantages of this type of direct mail is that it drops on prospects' and customers' desks every month—acts as a constant reminder of what a source of supply has to offer.

These regular monthly contacting pieces do not, of course, do the entire selling job. They do create a buying atmosphere. They make a prospect feel "There's a company made up of human beings. I'd like to know them better."

With such a friendly buying atmosphere created the other advertising you do, whether it be direct mail, television, outdoor, newspaper, or magazine, is more effective.

You're forever telling your salesmen to make regular contacts with buyers. Your direct mail is a salesman, too.

You can't expect to bowl over a prospect and get his business with one hot shot mailing any more than you can expect a salesman to do a selling job with one call.

"All we want is the facts, ma'am" is all right in Jack Webb's case. But important as facts and reason-why copy may be, making a prospect want to buy from you instead of your competitor is a must, where the difference between your product and your competitor's is slight. ●

After working laboriously over his home-work, the salesman's little boy turned to his father.

"Gee, Dad," he said wearily, "what's the use of this education stuff anyway?"

"Why son," said his father, "there's nothing like it! A good education enables you to worry about conditions everywhere in the world."

From: *Advertiser's Digest*, 3431 N. Knox, Chicago 41, Ill. \*

KNOWN FOR

*Accuracy*



*"The Man in the Gray Tweed Suit"*

RESEARCH  
COORDINATION  
SERVICE  
CREATIVITY  
IDEAS  
FACTS  
SELECTIVITY  
RESULTS  
**ACCURACY**

The LMR statement appearing above . . . "Known For Accuracy" could very well have read, "Known For Deliverability". Accuracy in list building points directly and emphatically to *percentage of deliverability*.

The accuracy of any list is based on three important factors:

1. A competent source
2. The compiling personnel
3. Exacting maintenance

LMR's source of fresh, up-to-date lists, is emphasized by repeated profitable mailing results.

LMR's compiling personnel are made up of experienced and well trained people who carefully conform to our high standard of accuracy.

LMR's exacting maintenance means just one thing . . . careful, constant, and current revision. Up-to-date lists, well organized personnel, exacting maintenance, and a "proven by results" name source round out LMR's list superiority.

"The Man In The Gray Tweed Suit" LMR List Consultant is known for his accurate analysis of all phases of a direct mail program.

To contact "The Man In The Gray Tweed Suit", ask your list broker to arrange an appointment...

*Lisle M. Ramsey and Associates, inc.*

404 SOUTH FOURTH STREET, SAINT LOUIS 2, MISSOURI 1-6626

COMPILERS OF NATIONWIDE BIRTHLISTS AND BUSINESS LISTS

# who says

## Dickie-Raymond is good?

The people we work for, that's who!

And who *better* to judge? You don't stick with a sales promotion and direct mail counsel for 10, 15, 30 years unless the money you're spending is bringing you good results. Like more leads for salesmen, and more closed sales, at lower cost. Like gaining record advertising readership in markets that count the most, through inspired ideas and proven techniques. Like giving, and getting, cooperation in the dealer area that wins inside position in the competitive race.

Dickie-Raymond specializes in the planning, creation and production of direct mail and sales promotion. We work for well-known companies — a few of which are listed below. We'd like you to talk with principals in these companies who can tell you how good we might be for you. If you'd like, phone or write — without obligation — for a descriptive booklet about Dickie-Raymond.

### D-R Clients are the Growing Companies

Aetna Life  
Air Express  
American Airlines  
American Sisalcraft  
Comm. of Puerto Rico  
C. I. T.  
Eastman Kodak — Industrial

Factory Mutual  
G-E Air Conditioning  
General Time — Stromberg  
Hertz Corporation  
International Silver  
Masury-Young  
New York Stock Exchange

Pan American World Airways  
Pitney-Bowes  
Potter Drug — Cuticura  
Sheraton Hotels  
Sylvania Electric  
Wall Street Journal  
Zippo Lighters

**DICKIE-RAYMOND**  
SALES PROMOTION COUNSEL • DIRECT MAIL ADVERTISING

225 Park Ave., New York 17      MURRAY HILL 6-2280  
470 Atlantic Ave., Boston 10      HANCOCK 6-3360

### PARENTHETICALLY

"Miss Underwood," said the chief correspondent to his secretary, "please answer this complaint. You've transcribed enough of my letters to handle this one."

Tired of the same old tune, Miss Underwood wrote her own lyrics:

Big & Large, Incorporated  
1234 Main Drag  
Metropolis 1, N. Y.  
Gentlemen:

Replying to your urgent wire of the 2nd about delivery of Order No. 5678, placed two months ago.

Because of unforeseen circumstances (our credit manager was home sick, and nobody else would stick his neck out) we were unable to schedule your order when it was received. Following this, the human element entered the picture (we goofed) and your order was inadvertently misplaced (just plain lost).

However, we have given your job top priority (three clerks have been assigned to looking for your order). So, it should be in production (if they happen to find it) first thing tomorrow morning (some time this week, maybe) and will be shipped immediately (next week, we hope).

We trust this gives you the desired information (gets us off the hook, that is), and if we can be of further service (you have to end a letter some way), please contact us (don't, we're out of excuses).

Yours truly (truthfully),  
Bibbs, Babbs & Bubbs.

From: March/April 1960 issue of "Phoenix Flame," house magazine of Phoenix Metal Cap Co., 2444 W. 16th St., Chicago 8, Ill.

### GOOD HUMOR

We always enjoy looking through the "Look What I Found" humor pages edited by Father Kieran in *The Companion of St. Francis* and *St. Anthony*, published at Mount St. Francis, Ind. Proves that religious publications and promotions do not necessarily have to be dry and ultra dignified. Here are three we liked in a recent issue:

A catechism teacher, seeking to get over the idea of God's omnipotence, said: "Is there anything God cannot do?"

A little hand went up and a tiny voice said: "Yes, God cannot please everybody."

I heard about a fellow who was trying to fix a door that didn't hang right. "Hey, son," he called to his boy, "get me a screwdriver, will you, please?"

After what seemed like a terribly long time the youngster came back and said apologetically, "Gee, Dad, I've got the orange juice, but I can't find the vodka."

Two hunters in Africa were at the bank of a river. Suddenly one got very excited and yelled, "Hip, hip . . ."

"Hurrah!" yelled his companion, trying to enter into the spirit of something or other.

"No, hip, hip, hippopotamus," corrected the original hip holler. ■



by PAUL BRINCE

## Upgrading Letter Copy

Here is a firm that sees an opportunity in offering landscaping service to new plants and office buildings that have sprung up around large cities. So a letter is sent out seeking an appointment to call and discuss the service.

But the letter does not use the basic principles of good selling. It speaks in generalities, not only about the problem but also about the service that is offered. It states, "We are fully capable of handling all your landscaping and lawn maintenance needs." But what proof is offered? None, unless you are willing to accept the vague statements in the next paragraph. Instead of talking about "our commercial accounts" and "quite a few companies" the writer should give names and addresses. It's possible the reader may know of the firms mentioned.

The writer concludes by saying "If" the reader wants a good lawn and "If" he wants to discuss it further, etc. If has no place in a sales letter. You must assume your reader is interested in what you offer. Never ask "If." Ask what color, or size or when should we call. Be bold enough to imply that any straight thinking reader will of course be interested in what you have to offer.

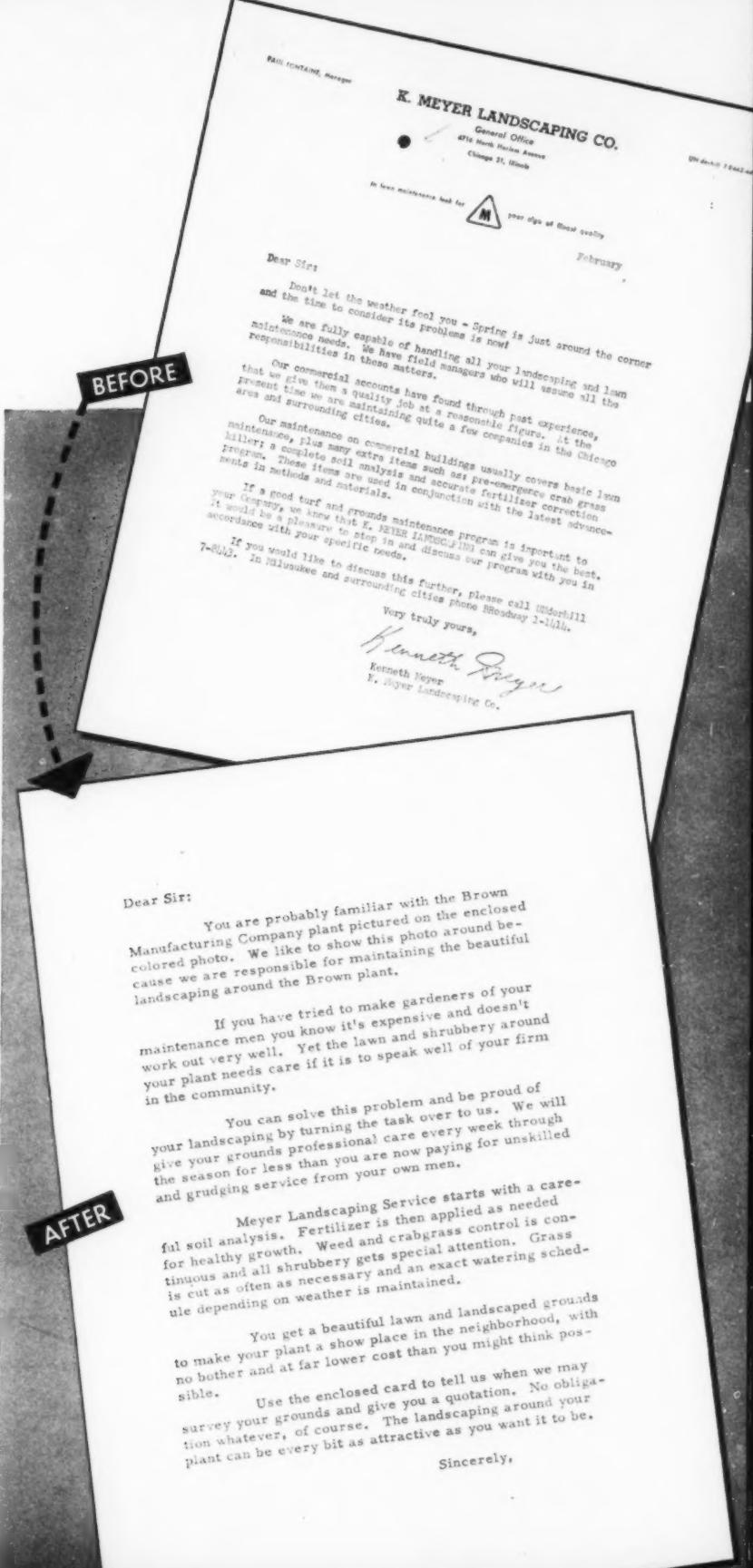
Charley Mills of Scott Lawn Seed learned long ago that people are not interested in good lawn seed, they are interested in beautiful lawns. So he sells lawn seed with beautiful pictures of green lawns. Very few products or services are bought for their obvious utility. Look for the reasons your buyer tries to hide.

The rewrite uses a full color photo of a beautifully landscaped plant intended to make the reader want his plant to look as well. The rewrite is a formula letter that goes like this: Paragraph 1. Tempt the reader with the photo. 2. State the reader's problem. 3. Offer a solution. 4. Tell what you will do. 5. Picture the result. 6. Tell the reader what he must do

BEFORE



AFTER



# The copy below was set at 100 words per minute!

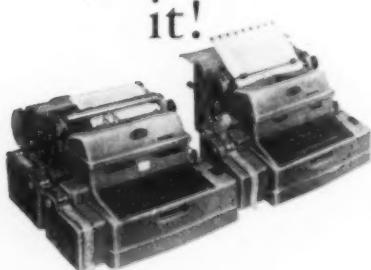
This copy was transcribed by a typist on the recording unit of a Friden Justowriter, thus producing both a first proof and a coded paper tape. The tape was then inserted in the reproducing unit which automatically prepared the repro proof at 100 words per minute, automatically justified and error free.

There is no faster method of preparing straight composition for reproduction.

The net output speed of the Justowriter is limited only by the speed of the typist. If she's a 70-word girl on an office typewriter, that's how fast she can operate the recorder. (There's nothing to slow her down: justification is automatically performed by the machine; errors are corrected by simply pressing one key.) Type faces? Take your pick of fourteen styles from 8 to 14 point.

© 1960 FRIDEN, INC.

## These are the machines that did it!



Get full information from your Friden Man. Or write: Friden, Inc., San Leandro, Calif.



# Friden

SALES, SERVICE, INSTRUCTION THROUGHOUT U.S. AND WORLD

and restate the benefit.

Some copywriters maintain that the right words will sell anything. But here is a service that needs a glowing picture to stimulate the reader's imagination. One of the big advantages of direct mail is the wide opportunity it offers to use almost any sense stimulating device to help the sales story. •

## NAMES IN THE NEWS

**EDMUND W. BILHUBER** appointed assistant to the director of advertising and promotion of Schering Corp., Bloomfield, N. J. . . . **ROWLAND BRANDWEIN** now with Ed Burnett, Inc., 156 Fifth Ave., N. Y. C., who have recently moved to this new address . . . Changes announced in the marketing organization of International Correspondence Schools, Scranton, Pa.: **WILLIAM M. DONOVAN, JR.** named head of the I. C. S. Advertising and Sales Promotion Dept.; **WALTER A. PACHUK** appointed director of the Direct Mail and Prospect Service Divisions. . . . **BERNARD FIXLER**, head of Creative Mailing Service, Inc., direct mail firm in Freeport, N. Y., received an inscribed silver tray and a citation as "the alumnus who made the outstanding contribution" to Hofstra College during the year. . . . Following executive changes announced by Hodes-Daniel Co., Inc., N. Y. C.: **ROBERT M. HODES** to chairman of the board, **ROBERT D. HODES** to president and **THOMAS P. WOLF** to first vice president. . . . **SANFORD KAUFMAN** appointed advertising promotion manager of Ziff-Davis Publishing Co., N. Y. C. . . . **R. EUGENE KEESEE**, formerly with mail order division of C. S. Hammond & Co., now with Automatic Mailing and Printing Service, Elizabeth, N. J. . . . Columbia Record Club, Inc., mail order arm of Columbia Records, has promoted **LES KLEMES** to position of director of advertising. . . . **HORACE H. NAHM**, president of Hooven Letters, Inc., was elected president of the Advertising Club of New York at its 54th annual meeting. . . . The Crowell-Collier Publishing Co. appointed **EDWARD L. NASH** director of advertising and sales promotion. . . . **EDWARD P. OCKENDEN**, former Young & Rubicam agency man, joined M. W. Hartung & Associates, New Holland, Pa., advertising and public relations agency, as copy chief. . . . **JOSEPH E. PENDERGAST** named manager of advertising and sales promotion for Graflex, Inc., Rochester, N. Y. . . . **ROBERT E.**

**RICHER** and **G. W. FLEMING** to advertising department of "Sports Cars Illustrated," a Ziff-Davis publication. . . . **PETER ROBERTS** named advertising manager of the Elwell-Parker Electric Co., Cleveland, Ohio. . . . **BERNIE ROSENSTADT**, president of Ardlee Service, Inc., N. Y. C., announced appointments of **ELMORE L. KING**, **LAWRENCE A. ROSENSTADT** and **EDMUND JACOBSON** as vice presidents. . . . **BELA ST. GEORGE, JR.**, from creative director, Ace Advertisers' Service, Inc., to establish his own direct mail agency on June 1st with offices at 10 East 40th St., N. Y. C. . . . **RAY STRAWBRIDGE**, former member of the board of governors and executive committee of the D.M.A.A., retired May 1st as account executive with Dickie-Raymond, Inc., Boston, Mass. . . . **PAUL BROWN WEST**, president of the Association of National Advertisers, died May 5th after a long illness. He was 67 years old. . . . **ROBERT W. WEST-ENBERG**, formerly advertising manager, All-Pets Magazine, to Can-Pro Corp., Fond du Lac, Wisconsin. . . . **WILLIAM E. ZABEL, JR.**, treasurer, Zabel Bros. Co., Philadelphia, elected president of the Lithographers and Printers National Association at 55th annual convention in Boca Raton, Florida. . . . **ARTHUR O. DIETRICH**, director of sales promotion activities of Minneapolis based divisions of Minneapolis-Honeywell Regulator Co., was named Sales Promotion Man of the Year April 27 at the Sales Promotion Executives Assn.'s conference in the Hotel Astor, N. Y. C. He received a plaque from **G. D. CRAIN, JR.**, publisher of "Advertising Requirements," which sponsors the award under the assn.'s direction. . . . **JOEL HARRETT**, asst. publisher of Look, was named president of the S. P. E. A., and vice presidents elected were **STANLEY GOODMAN**, credit and promotion manager of Grayson-Robinson Stores, Inc.; **LAWRENCE G. CHAIT**, who has his own company, and **ROBERT B. WESTOVER**, director of the Watchmakers of Switzerland for the western U. S. A. . . . New secretary is **WILLIAM E. BECKER**, sales promotion and advertising manager for Kenneth Curtains. . . . **VICTOR DELL AQUILA**, advertising manager of Rail-way Express Agency, re-elected treasurer. **HERBERT W. SUTER JR.**, VP in charge of Marketing, Champion Paper & Fiber Co., died May 8 at the age of 50. He had been undergoing surgery at Holmes Hospital. \*

One wife to another: "My husband is an efficiency expert in a large office."

"What does an efficiency expert do?"

"Well, if woman did it, they would call it nagging."

From: *The Wheelco Whistle*, published occasionally by the salesmen of *The Wheelco Machine Products Co.*, Wheeling, W. Va.



Advertisers Addressing System, St. Louis, Mo.

## NOW TIES MAIL UP to 700 SACKS per DAY!

Mr. Jerome Osherow, president of Advertisers Addressing System, large St. Louis lettershop, states "...we have added two more Bunn Tying Machines in the past few months and our tie out production has jumped as high as 700 sacks of mail per day. We're primarily interested in low operating costs and find that the increased speed of the Bunn machine, plus the double wrapped tie is far more economical. We'd have to add 7 extra people to our staff if we didn't use Bunn machines."

A.A.S. uses Bunn machines, seven

in all, at their postage meter stations, inserting department and the delivery end of their 14 automatic addressing machines.

**Operation is simple and fast.** Position the mail, step on the trip and you get a complete wrap and tie in only 1½ seconds! This is 10 times faster than hand tying! The Bunn machine adjusts automatically to take bundles of any size or shape.

Bunn automatic tying can cut your costs too! Send today for complete data.

PACKAGE  
TYING  
MACHINES  
Since 1907



# BUNN

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-60, Chicago 20, Ill.

Export Department: 10406 South Western Ave., Chicago 43, Ill.

MAIL COUPON NOW FOR MORE FACTS

### GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

**B. H. BUNN CO., Dept. RD-60  
7605 Vincennes Ave., Chicago 20, Ill.**

Please send me a copy of your free booklet.  
 Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## THE GOOD RAP AT REMINGTON RAND

According to Charles "Bob" Pope, Manager, Direct Mail Division of Remington Rand, every Rem Rand salesman has the opportunity to act as his own advertising manager. This opportunity is made available to him through Remington Rand's unique RAP campaigns—the campaigns that "rap" on the prospect's door when the salesman isn't able to see him personally.

The RAP program, which goes

back at least as far as 1906, contains 220 different three-part direct mail campaigns, all suitable for a host of purposes. Normally each campaign is made up of a letter, an ad reprint or booklet with a covering memo, and finally, a testimonial or a case history. Indicative of the power of these RAP campaigns is the fact that they are used at the rate of 12,000 monthly by Remington Rand's salesmen.

The salesman, with an index that describes each of the 220 campaigns, selects the one that he feels is best suited to a particular prospect. In this way he can use a variety of dif-

ferent campaigns to his different prospects. His only problem is to keep straight who received which one.

Remington Rand does not charge their salesmen for the use of the campaign, and they assume the cost of printing and mailing. Only two things are required. One, that a man does not use the RAP mailings on cold canvass, since they are intended as fillers until the salesman can make a personal call; and that the salesman only use as many as he can follow up easily.

Mr. Pope's remarks were a highlight of the morning talks at New York Direct Mail Day when he took part in a panel discussion, "Direct Mail as a Function of Sales." •

## ENGLISH IS JUST TO, TWO, TOO!

The wind was rough and cold and blough, she kept her hands inside her mough.

It broke a bough and chilled the brough, and froze the milk inside the cough.

It chilled her through, her nose turned blough, and still the squall the faster blough.

And yet although there was no snough, the weather was a cruel fough.

It made her cough—please do not scough—she coughed until her hat bloughough.

*From: Table Talk, published by Hot Shoppes, but we got it in The Pick-Up, monthly house magazine of United Parcel Service, 331 E. 38th St., New York 16, N. Y.*

## THE ONES THAT GOT AWAY

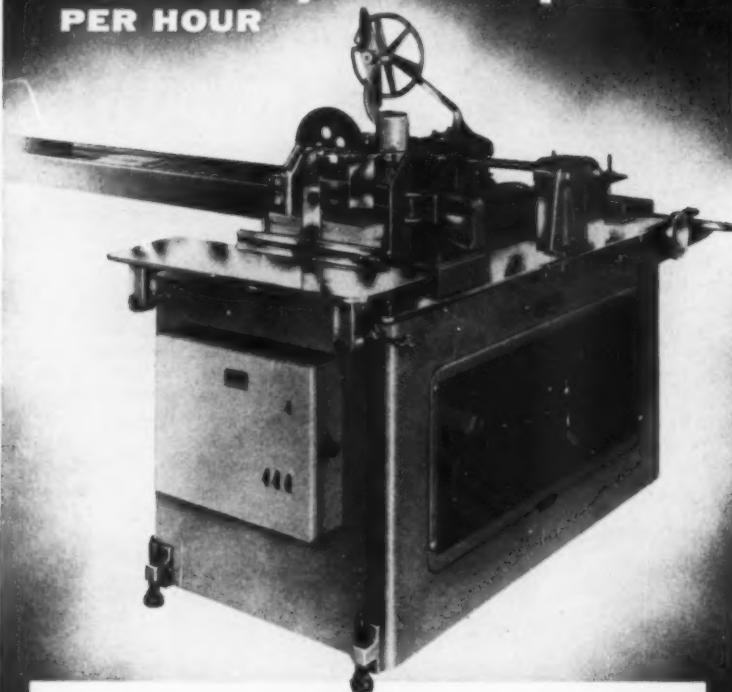
A severe case of poor inquiry handling came to light due to an experiment by Victor Grohmann of Needham and Grohmann, Advertising agency at 30 Rockefeller Plaza, N. Y. Speaking at the Havana convention of the American Society of Travel Agents (as reported in ASTA Travel News), Mr. Grohmann told the audience of a letter he had sent to 61 travel agents in three major U. S. cities.

The letter was fictitious from a family of four contemplating a Caribbean vacation and requested answers to a long list of questions. The letter was mailed from an upper middle class suburb in the agent's area.

Of the 61 agents, 25 did not bother to reply to the letter although the "prospect" represented a sizeable booking.

Of the 36 that did reply, promptness varied from one to 22 days. None answered the same day and

APPLIES LABELS TO MORE THAN  
**15,000 printed pieces**  
PER HOUR



Automatically feeds, cuts, glues and attaches address labels to magazines, newspapers, tabloids, catalogs and flyers. Applies roll strip labels, continuous pack form labels, and tape strip labels pre-addressed from your plate, stencil or punched card system. Even applies cut or individual labels! Easily adjusted for changes in thickness of piece or position of label.

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REPRODUCED IN 4 COLORS BY OFFSET LITHOGRAPHY ON TICONDEROGA OFFSET. BASIS 25 X 38—80 LB. —500. PRINTED 18 UP AT 4,000 IPH.

**International Paper's Ticonderoga Offset has a smooth, level surface for top press performance**

(and its handling ease saves time and money) **TURN PAGE** ➔



## What you should know about TICONDEROGA OFFSET

—a leading member of International Paper's first family of fine papers.

**T**ICONDEROGA Offset is ideal for consistent high-quality printing. It has earned its name, *workhorse of the offset printing industry*.

International Paper's Ticonderoga Offset is surface-sized. Its smooth, level finish assures uninterrupted press runs.

This dependable press performance

cuts costs and insures handling ease. Eliminates pampering. Ticonderoga Offset is ideal for brochures, travel folders, book jackets, programs, menus, catalogs, or inserts.

This multi-use offset printing paper now comes in 10 standard sizes. From 8 1/2" x 11" to 42" x 58". Choose from 5

weights and 7 finishes. It is now available in a new white top polyethylene carton to insure better moisture control during delivery and storage.

Ask your paper merchant for information about Ticonderoga Offset and the other printing grades in International Paper's first family of fine papers.



**INTERNATIONAL PAPER**

FINE PAPER DIVISION • NEW YORK 17, N.Y.

only one-third answered within the week.

Over 35% of the agents paid no attention to the specific questions asked and apparently ignored them.

Mr. Grohmann went on to discuss other areas where the agents had fallen down in their handling of these inquiries. To counteract this he listed 10 points which should be considered when answering inquiries.

In conclusion he said: "May I leave you with this thought? Your letters are a substitute for your personal conversation. If they are as well spoken, gracious and hospitable as you are, then you will not only write better letters but will enjoy much better business."

(Ed. note: It's hard to imagine that an interested prospect was ignored by 40% of the agents contacted. Yet, we run across this sort of thing all too often. It costs money to hook new customers, but it costs a lot more when the fisherman sleeps in the shade while the bait is nibbled away and the fish find other places to play.)

## CHECKERBOARD NEWS SPARKS DEALER SALES

A district manager of the Ralston Purina Company helped his dealer force sell 23% more than their quota with the help of a small dealer newspaper. Howard Murphy, manager of the Omaha division, also won a Vice-Presidency on Ralston's General Salesmanagers Advisory Board for his efforts. As a "quota buster" he ranked fifth among all Purina district salesmen.

Mr. Murphy edits a small newspaper called *Checkerboard News* which he distributes to 12 dealers in northeast Nebraska. The paper, a one sheet slick paper job, covers items of interest to ranchers who want new and better ways to feed their livestock.

The paper is issued 9 times a year during peak selling times, and Purina shares the cost of each issue with the using dealer—50-50! Over a year it comes to about 90¢ a name for all nine issues and Purina pays 45¢ of this.

The paper is printed in Mr. Murphy's hometown, Norfolk, Nebraska, by a local printer. Each dealer receives the same basic edition, but the masthead of each is changed to include the dealer's name, address and his photo.

Howard Murphy got into the direct mail end of selling about four years

ago when he was trying to develop an advertising program for his dealers. There was only one daily newspaper in the area, plus a few poor circulation weeklies. Several towns had no newspapers at all, and this medium didn't seem the best. Hence, *Checkerboard News* was born.

Circulation in 1959 for the 9 issues was 8,000 and Howard confidently expects that this year, it will pass 10,000.

And his *Checkerboard News* is read, Howard contends. Last year he carried an article on Cattle and Hog Dusting Powder. Within two days,

his dealers were out of stock, and had orders in for more powder than was on hand at both the Omaha and Sioux City plants. ●

"Boss," said the dock foreman, "the men on the dock are a little leary of the new freight loader you hired yesterday."

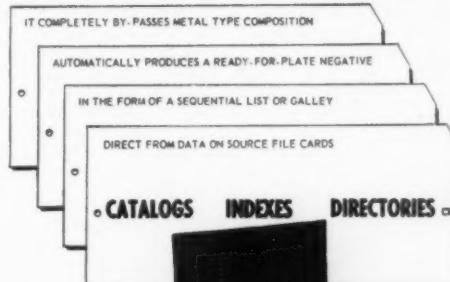
"Why so?" asked the terminal manager. "He checked out well."

"Maybe so," replied the dock foreman, "but this morning he stubbed his toe on a crate of iron castings and said, 'Oh, the perversity of inanimate objects.'"

From: *The Toastmaster*, official publication of Toastmasters International, Inc., Santa Ana, Calif.

# THIS is the FotoList SYSTEM

## Now COLD type Enters the Phase of AUTOMATION



Clear, sharp negatives show the individual lines of information on the cards as consecutive lines in a perfectly aligned, uniformly spaced column or listing. It requires little spacing.

Text by  
VARIYPER  
'Hoods' by  
HEADLINER

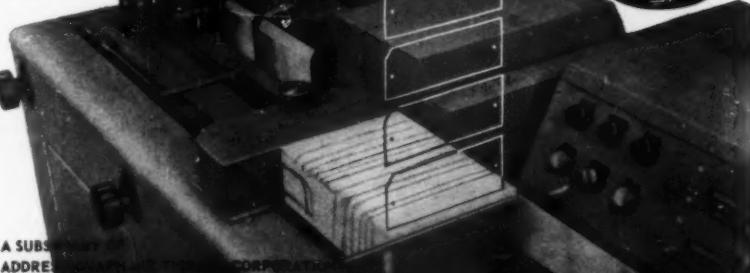
• Publications, produced from source files, can now go directly into print without expensive metal type composition, proofreading or corrections. It is as simple as it is swift and economical. The FotoList System, developed with U.S. Government cooperation and field tested under Government conditions, is now in wide use throughout the world, producing everything from a directory to a parts and price catalog.

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Information data—whether names in a directory or parts and prices in a catalog—is VARIYPED on cards, at its source, and maintained in a single filing system. At publication time the cards are fed into the FotoList which records them, automatically and at high speed, as a sequential listing on ready-for-plate negatives. The same cards can be electronically re-sorted for other sequential listings—by alphabet, part and model number.

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Variypet



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# OVER WORKED

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GIVE AHREND YOUR TOUGHEST PROMOTION JOB—And watch the orders pour in!

Let us create the sales idea, copy, and art; handle printing, production, and lists . . . to produce higher returns per dollar. (Or use your pet printer, if you prefer.)

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Call Herb Ahrend . . .  
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We have the most up-to-date, qualified list of 23,000 high schools in the U.S.A. This list is available for addressing your promotions at a truly low cost. For complete information on how to effectively reach the nation's high schools, write, wire or phone —

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**GARDENER LISTS**  
Write for Information—Ask for Group No. 1  
**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

## roundup of DIRECT MAIL DAYS

Over 3,000 direct mail users and suppliers attended various direct mail meetings and conventions in all parts of the country during the months of April and May. Many of the programs were excellent, some were not. The biggest criticism of the "also-ran" programs was that speakers dwelt too much and too long on generalities and panaceas. Businessmen come to meetings because they want to learn and to exchange ideas—not to hear how one man sees direct mail through his own particular rose-colored glasses.

Frank Armstrong's (McCann-Erickson) speech at New York Direct Mail Day could have been a good one, but Mr. Armstrong, like so many other speakers in the past five months—fell back on what has become a tired bromide — What's Ahead In The Sixties. What little useful information there was at New York Direct Mail Day had to be painfully extracted from a few comments made by panel members such as Earle Buckley, Bob Pope of Remington Rand, and Dick Powers of Talon, Inc. Most were trying hard, we feel, but panel members were hampered by poor planning, poorer seating arrangements, and an overall audience apathy. Speakers sat on a raised platform, reclining in easy chairs with individual mikes. Audience was seated around them, so speaker always had his back to half his audience. This "theatre-in-the-round technique" is all right if the audience is on a *higher* level than speakers. As it was arranged, it resulted in a serious lack of rapport between audience and speaker, creating a great deal of boredom. The generous crowd at the beginning of the morning filtered out fairly steadily during the pre-noon talks; those attending in the afternoon were only a small fraction of those registered.

The SPEA convention (Sales Promotion Executives Association) suffered from over-generalization too, but not to the degree of New York and a couple of other Direct Mail Days. Of special interest at SPEA were talks by Stanley Arnold, Edward C. Bursk, Lawrence deNeufville, Robert Shaeffer, William L. Shirer, Art Dietrich, winner of the

Henry Hoke Award for his excellent "train" promotion for Minneapolis-Honeywell, was selected as Sales Promotion Man of the Year, awarded each year by Advertising Publications, Chicago.

While the SPEA convention had its faults, it also showed signs of maturity. A young organization (started in 1954), SPEA is suffering growing pains now, but indications are that one day SPEA will be a powerful and cohesive organization. More importantly, the leaders of SPEA seem to know this, and are making honest attempts to build and improve the organization.

Enthusiasm seems to be the common denominator as interest in direct mail spreads West. Attendance figures alone bear this out. Minneapolis, 200; Pittsburgh Industrial Workshop, 200; Detroit, 500; Chicago, 520; Ft. Worth, 200; Houston, 120; San Francisco West Coast DMAA Convention, 300. Fresh ideas and speakers who are willing to share these ideas with an attentive audience made these Direct Mail Days and luncheons a huge success. Activity in the West, and Midwest, is amazing.

One thing we'd like to see changed next year is this ganging up of dates for Direct Mail Days. Case in point: April 20, with meetings held in Chicago, Philadelphia, and New York—three of the largest direct mail centers in the country. It's a pity that the men who run these events can't get together and come up with different dates, so that interested businessmen could attend all *three* gatherings, instead of having to choose between them. Competition in business is fine, but we shouldn't get in the position of vying for the best speakers. When two or three large Direct Mail Days fall on the same date, it hurts everyone.

There was so much said at all the meetings that was worthwhile that we could take all the pages in the book this month just mentioning them. A couple of good useful ideas appear elsewhere in this issue, and you'll be seeing more in future issues.

Below is a recap of the different meetings, who spoke and approximate attendance. This increased activity is

heartening. Let's keep it up.

**DETROIT...200**

Roy Barnes, Bob DeLay, Ross Morgan, Harry Maginnis, Ed Bodkin, Bob Fisler, Dick Shugg, Frank Bair, Chas. Adams and Bill Clawson.

**FT. WORTH...200**

Max Ross, Robert F. DeLay, Jim Dooley, Francis S. Andrews, Gifford M. Booth Jr., Nicholas Samstag, and Robert Stone.

**HOUSTON...120**

George P. Saxon, Francis S. Andrews, Max Lloyd, Robert F. DeLay, Henry Hoke Jr., O. D. Stallard, and Lorry J. Wolf.

**NEW ORLEANS (Luncheon) 75**

Robert F. DeLay

**MINNEAPOLIS (Luncheon) 200**

Henry Hoke Jr.

**CHICAGO...520**

Richard V. Benson, Gifford M. Booth, Stanley J. Fenvassy, Robert Stone, Marnell O'Brien, Alan Drey, William Kennedy, William Terry, Donald Reaser, George Collins, Anthony E. Cascino, Jan Tangdelius, Robert Sweeney and seven workshop panels.

**PHILADELPHIA...300**

George Cullinan, Charles H. Eyles, J. M. Rushton, Ted Edwards, Domenico Mortellito, and Spencer Meschler.

**NEW YORK...600**

Wm. MacFarland Beresford, Otto F. Meyer, Cal Estes, Les Wunderman, Warren Brown, Don Jordan, Joel Harnett, Sanford Smith, Mel Rubin, Victor DelAquila, Earle Buckley, Martin Brusse, N. D. Fitch, J. D. T. Cornwell, Bob Pope, Thomas Grant, Frank Armstrong, Dick Powers, Howard Turner, Fred Zeigler, Charles E. Garvin, Dale Ecton, Sam Wasserman, Victor Ancona, Steve Madden, Fred Messner, and Robert Ward.

**PITTSBURGH...200**

Jay Sharp, George W. Head, John Yeck, Art Dietrich, Gifford M. Booth, Bob Chatley, Henry Hoke, Jr., T. J. Farrahay, Sam Wasserman, Ron Hess and Louis Beck.

**SPEA CONVENTION (New York) 250**

John Caldwell, Stanley Arnold, Robert Graham, John Hammond, Jim Wickersham, Myron Sanft, Stan Brown, W. Stephens Dietz, Lawrence de Neufville, Robert Shaeffer, Paul Gabriel, Lawrence Stoll, Arthur Stockman, "Kip" Anger, Howard Turner, Jr., Walter Stroud, Arthur Foster, William Wyckoff, Richard Dingfelder, Jerome Martin, William L. Shirer, Edward C. Bursk, and John Macomber.

**SAN FRANCISCO (DMAA West Coast) Convention 300**

Robert F. DeLay, Bill McGraw, John Yeck, Jerry Hardy, Dick Eckman, Jack Shnider, Dick Powers, Spencer Nilson, Robert C. Dawson, Lawrence Chait, Philip Houtz, Jack Shelton, Bernie Mazel, Henry Hoke, Jr., Red Dembner, Bernie Fixler, Dr. Ernest Dichter, Ed Lustig, Francis Andrews, Fred Williams, Glory Carlberg, Sylvia Simmons, and Joan Throckmorton. \*



## which pulls more?

- Individually typed letter
- Processed filled-in letter
- Printed letter

Creative talents being equal, we'd give the edge to the individually typed letter, and for good reason, too.

Direct, personalized communication is a proven sales-winner. You can put this personal touch in your mailings with an Auto-typist at surprisingly low cost.

What can match the crisp feel of your message automatically and individually typed on an Auto-typist? How else can you be certain of a perfect "match"

between fill-in and the body of the letter? What other method so closely approximates a dictated letter? That is why Auto-typist letters will produce the most inquiries per dollar spent for letterheads, handling and postage. The slightly higher reproduction costs are insignificant when compared to the lower inquiry costs.

With a battery of four Auto-typists, one girl can easily do 400 to 500 letters per day with ease. That's real communication power!

*We'd like to tell you more about the Auto-typist and how it can help your correspondence. Send coupon for free booklet and complete information.*



**Auto-typist**

MAIL THIS COUPON TODAY

American Automatic Typewriter Co., Dept. 26, 2323 N. Pulaski Rd. • Chicago 39, Ill.  
Gentlemen: Please send booklet, "60 Best Business Letters," which also contains complete Auto-typist information.

Name \_\_\_\_\_ Title \_\_\_\_\_

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**CLIP BOOK of LINE ART**  
YOURS FOR 30-DAY FREE EXAMINATION

Try it in your own office for 30 days! Puts professional flavor into low-budget paste ups . . . saves time and money. Used by ad agencies, art studios, printers and industry. Dozens of top quality line drawings every month. Ready to use — just clip and paste! Just jot a memo on your company letterhead: "Send me the current "Clip Book of Line Art" on 30-day approval." No obligation!

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POST CARDS

DEALER AIDS — POST CARDS

samples and prices.

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*Curteichcolor® 3-D*  
"a 4 color process — adds depth"

Creation and production service can bring you full color direct mail and advertising materials at surprisingly low cost — often lower than an ordinary two color job.

• **circulars**  
• **color stuffers**  
• **direct mail**  
• **dealer aids**

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1733 W. Irving Pk. Rd., CHICAGO

**BIG RUN**  
**PRINTING**  
**PROBLEM?**  
**CALL**  
**CAREY**

Carey can solve it — speedily, colorfully and economically. Our roll-fed printing and unique paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager, CHICAGO 4-1888

**CAREY PRESS CORP.**  
406 W. 31 St., N.Y. 1

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✓ NAMES ✓ PHONE NUMBERS  
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(INCLUDING STATE & POSTAL ZONES)  
✓ TYPES OF BUSINESS  
(COMPILED FROM LATEST CLASSIFIED PHONE  
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NEW FIRM NAMES & ADDRESSES  
(COMPILED FROM PHONE BOOKS & OTHER  
DIRECTORIES AS SOON AS PUBLISHED BY  
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LIST NAMES MAINTAINED UP-TO-DATE  
(Dead Names Eliminated — Address Changes,  
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WHO IS THE LIST COMPILER — OR BROKER — that can supply our company with current and accurate names and home addresses of FEDERAL and PUBLIC (state, county, city) EMPLOYEES nationally? Or locally? If you are, please write to: Box 61, The Reporter Magazine.

**DON'T BLAME SALESMEN  
FOR BEING HUMAN**

No salesman has the time to call on his whole list once a month. His good customers and hot prospects get a lot of attention. So-so prospects and little customers are neglected. Keep your name before everyone on the list with the motto direct mail campaign. It costs dimes per name per month and when your salesman does call he won't be a stranger. He'll sell more, faster, easier because the motto campaign creates friendliness. Your business letterhead brings information.

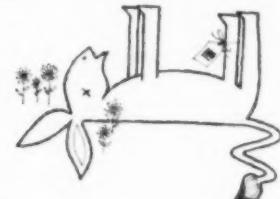
LET'S HAVE  
**BETTER MOTTOES ASSOCIATION**  
2127 East Ninth St.  
Cleveland 15, Ohio



**BUYING A MULE!**

Some people think that the less they pay for each piece of direct mail they use, the more they get for each penny spent.

They are like the man who bought a mule for practically nothing. The only trouble was . . . the mule was dead.



The fact is, direct mail is least expensive when it is capable of doing the job it sets out to do.

The man who knows this, often uses a better process of reproduction, a finer grade of paper and always seeks the services of a competent producer of direct mail.

Before he gets interested in the price of his mule, he first makes sure it's alive and can do a good day's work.

*This advice comes from the interesting newsletter "Dear Sir," published monthly by the Osherow brothers of Advertisers Addressing System, 703 N. 16th St., St. Louis 3, Mo. •*

**TRANSLATIONS**

**Reporter's Note:** We found this humorous item in the always good "Reflections," house magazine of The E. F. Schmidt Co., 3420 W. Capitol Drive, Milwaukee 16, Wis., edited by Joe R. Schoeninger.

Here's a partial list of cliches used today in business and industry, along with their realistic meanings. Source is a back issue of *Reporting*, voice of the International Council of Industrial Editors.

**Wholesome exchange of ideas:** We'll listen to you and then do it our way.

**Veteran employee:** Anyone who's been around long enough to get in on the benefit plans.

**Costs have risen sharply, while profits remain at the same general level:** Get ready for a price increase.

**Numerous surveys show:** This is our private opinion.

**Congratulations on a job well done:** What do you think you're getting paid for?

**Management is confident that:** We're keeping our fingers crossed.

**Approaching an interesting condition:** Be ready to run either way.

**High level of productivity:** Step on it, boys—the stockholders are watching.

**Installation of modern facilities:** We put in a new sump pump.

**Must utilize manpower more efficiently:** Somebody's loathing.

**Welcome into our midst:** Keep your eyes off my job, tenderfoot. •

*Doubles*  
**THE SELLING  
IMPACT**  
*of Printed Advertising*



**WOODBINE**

Duplex or Single  
**COLORED ENAMEL**

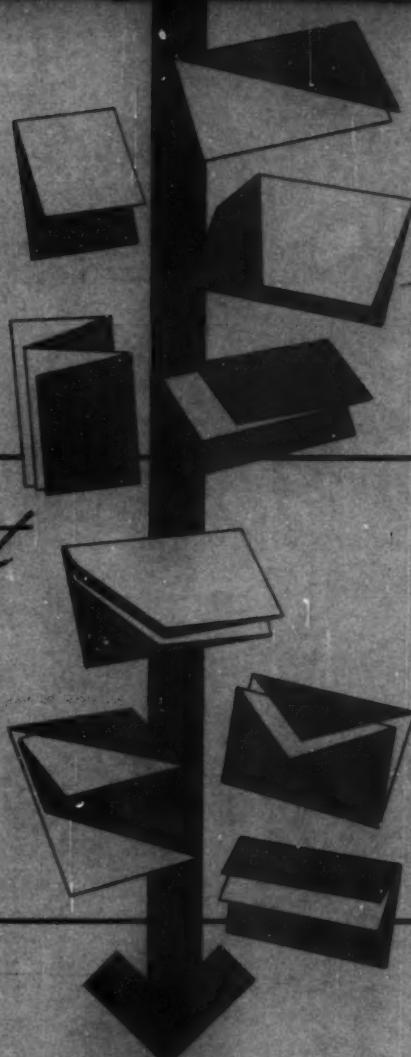


**THE APPLETON COATED PAPER CO.**  
APPLETON • WISCONSIN

# Unlimited Versatility —

## Unusual Fold and Die-Cut Effects

Help yourself to color with WOODBINE Duplex — a single sheet with a different, yet harmonious color coating on each side to provide eye-catching, unusual color effects with a single, one-color print impression! Use your imagination to the limit . . . for unique folds, trims and die-cuts on direct mail folders, programs, special announcements and others in either Book or Bristol weights. Presto — your printed pieces have new *oomph* . . . powerful *new sales punch* and uniqueness that immediately sets them apart from the commonplace.



# Economical 3-Color Impact

## ... Using One-Color Printing

Imagine . . . an exciting three-color selling tool, all for just a few negligible cents more\* than ordinary one color printing costs! More and more, printers and advertisers are recognizing too, the *plus* selling factors and eye-catching effects achieved by using colored inks on colored paper. Whatever your choice — WOODBINE Duplex (2-colors) or WOODBINE Colored Enamel (1-Color) you can create new and interesting two and three color effects with but a single color printed impression.

SEARCHING FOR IDEAS? Write for demonstrative portfolios containing examples of creative ideas for adding eye-appealing selling force to your printed pieces. WOODBINE Duplex — in both Book and Bristol Weights gives you a balanced color selection to capture any need, and to complement any product, season or message.

1 — Orange and Fawn	6 — Emerald and Green
2 — Goldenseal and Primrose	3 — Sennet and White
3 — Turquoise and Indigo	8 — Green and White
4 — Tan and Lime	7 — Canary and White
5 — Gray and Rose	10 — Blue and White

# 13 Ways to Attract Attention —

## with WOODBINE SINGLE COLORS

WOODBINE Colored Enamel provides the broadest range of colors in both soft and bold hues on the market today. Select from these 13 eye-catching colors:

1 — Orange	4 — Green	8 — Fawn	11 — Keen
2 — Goldenseal	5 — Blue	9 — Indigo	12 — Lime
3 — Turquoise	6 — Emerald	10 — Tan	13 — Ivory
7 — Torquoise			

\*Woodbine Duplex or Colored Enamel cost only a little more than white papers of equal quality. Colored inks cost only a few cents more than black.

# WOODBINE

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## DUPLEX / or SINGLE

---

## COLORED ENAMEL

by



THE APPLETON COATED  
PAPER COMPANY

1203 North Woods Street  
APPLETON • WISCONSIN

Write for samples on your letterhead, please.

# THE POSTAL HEARINGS

THE HOUSE Post Office Committee, with a big yawn, began hearing testimony on May 17, 1960, from users and producers of direct mail. I sat in the front row to observe the committee's reception to the exploding of PMG Summerfield's pet theories. The week before they had listened to Post Office Department "logic" as to why increased postage rates are needed.

Not every Congressman was yawning. Representative Corbett (R-Pa.) was actively trying to get the true facts, especially when certain items did not appear in Commerce's Impact Study . . . on sales, employment of mailers. Reps. Irwin (D-Conn.), Gross (R-Iowa), and Lesinski (D-Mich.) also challenged Mr. Summerfield's presentation.

Lead-off man for the case against the coming July 15th increase to \$25 per M for 3rd Class Mail was Harry Maginnis, executive manager of Associated Third Class Mail Users. Harry ably poked holes in the Department statistics, the recent McKinsey Report and the Commerce Department's endorsement of increased rates based on their Impact Study (See *Reporter*, May 1960).

Ray Thomas, former Philadelphia postmaster and now with Cassidy-Richlar in Philadelphia, delved deep into unbusinesslike facets of the Post Office and their cost ascertainment system. Lou Jepson of Walter Douglas Enterprises, Inc., flew in from Seattle to read a five-minute statement of how rates have and will reduce the size of his label business. Others who testified were: Richard C. Taggart, W. A. Storing Co.; John E. Tillotson, Modern Handcrafts, Inc.; and Harry Schlosser, Western Auto Supply.

Final witness of 1st day was Bernie Fixler of Creative Mailing Service, Freeport, Long Island, New York, who reported the results of a dramatic survey made among 57 Long Island business firms. Results of this survey showed that these 57 firms (all located in Long Island's Nassau or Suffolk counties) employed 5,199 people with a yearly payroll of \$14,166,000. The annual postage paid by these firms exceeded \$13,417,000.

In summing up, Bernie had this to say:

Those of us who are in the mailing service business recognize the range of impact that increased rates will have. We know that all business uses and depends on the postal service even though there is a wide variation in the effect of higher postal rates.

Some business firms will take any increase in stride, because their use of direct mail for advertising purposes is negligible.

Other business firms will reduce the use of direct mail as it becomes economically unsound to use this medium of advertising.

And some businesses will be priced out of existence, because they are completely reliant on fair and reasonable postal rates in order to continue operations.

There are basic economics to direct mail that determine its use. Advertising and promotional material distributed through the mails sells goods and services directly to the customer, and we call this mail order. When it distributes information and requests inquiries we call it industrial direct mail. When it announces sales, describes new merchandise and opens charge accounts for the retailer, we call this direct mail advertising.

But whatever way it is used direct mail must be worth its cost or it will not be used. Postage rates at the present time are the major item of expense of all the components that make up a direct mail package.

As the representative of our committee and as the owner of a small business, I ask the House Post Office Committee to think of direct mail for what it really is . . . one of the most potent selling forces in our country. This is certainly not the time to reduce our selling efforts. They must be expanded and improved.

Surveys like the Long Island survey instigated by Bernie Fixler, Edward McNeal of O. E. McIntyre Inc., Jack Cassidy of Doubleday, and many others, are being started all over the country. These surveys are already being conducted elsewhere in the New York area and in large mid-western cities.

Both MASA and DMAA have wholeheartedly endorsed these surveys and are urging members to start them in their own towns . . . no matter what the size. The employment created by, income produced by, taxes paid by, and revenue resulting from direct mail advertising are staggering. Only through these surveys can these figures be made apparent to Congress. If a direct mail producer in your town has requested information, by all means, supply it. If no survey has been started in your area, take it upon yourself. It's a job that has to be done.

—“Pete” Hoke Publisher



## Copper Powderless Etching . . .

Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middle tone and shadow areas.

### HORAN ENGRAVING CO.,

44 West 28th Street, New York 1, N. Y.  
MURRAY HILL 9-8585

Branch Office: Newark, N. J.

Merchandise your products in full natural color at low cost

USE AWARD WINNING

Plastichrome®  
POSTCARDS

### SELF MAILERS & BROADSIDES

Plastichrome, winner of the Lithographers National Association Award for 7 straight years offer unequalled quality and dependable service at competitive prices. Plan a full color postcard promotion, supplement it with Plastichrome catalog sheets and allied items. Postcards from your transparencies COST LESS THAN 1¢ EACH.

FREE MERCHANDISING IDEA KIT

Send for yours today  
Sales Representatives — some territories still open, write for details.

COLOURPICTURE PUBLISHERS, INC.  
400 Newbury Street, Boston 15, Mass.

Rates \$1.50 per line \$1.00 Situation/Help Wanted Minimum 4 lines  
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

**POLLARD-ALLING** — embossed and linked at \$25.00 per M; special rates for two liners and **OCCUPANT**; accuracy and delivery guaranteed; weekly capacity 75-100 M.  
**JACKSON EMBOSING SERVICE**  
4 S. Williams St., Whitehall, N. Y.

**SPEEDAUMAT**—Embossed. Guaranteed 100% correct \$35.00 per M. Fast delivery. The Roskam Co., 1905 West 43rd, Kansas City 3, Kans. Talbot 2-1881.

## ADDRESSING SCRIPTOMATIC

Scriptomatic Addressing on job or contract basis—cheaper than you can do it yourself.

**JEROME S. FINSTON**  
Lynbrook, L.I., N.Y.  
LYnbrook 9-2705

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

## THE BOOK OF PANELS

for offset contains 369 different art panels, including coupon, guarantee and label borders plus nearly 300 symbolic designs for page ornamentation. **ONLY BOOK OF ITS KIND**—thousands in use. 32 pages, 8x10½ in., only \$4.00. Many other books of promotional art and type fonts for paste-up. Free folder.

**A. A. ARCHBOLD, PUBLISHER**  
Box 332-K  
Burbank, Calif.

## CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils  
Call your list broker—**TODAY**  
or Tobe's, St. Catharines, Ontario

## COLOR SLIDES & VIEWERS

**DUPLICATE** color slides and filmstrips so good they look masked. For advertising. All folding **VIEWERS**. Samples. Stereo-Magniscope, Inc., D. M. 40-31 81 St., Elmhurst 73, N. Y. C. DE 5-0027

## DIRECT MAIL PRINTING—MAILING

**WE'LL BET FIVE BUCKS**—If you mail 250 M or more pieces of letter-mail per year, we can save you \$500 or more, if you mail from Kansas City. Send samples or specifications. The Roskam Co., Printing & Mailing Division, K. C. 41, Mo.

## DIRECTORIES WANTED

Will buy or rent late editions of Out-of-Town classified phone directories in Midwestern States and Pacific Northwest. No large major cities. Rural Areas and Towns—up to 150,000 population only.

**LENZIP MFG. CORP.**  
1461-65 WEST GRAND AVE.  
CHICAGO 22, ILLINOIS

## EQUIPMENT FOR SALE

**Addressograph 1900 Model 1950CB**, feeder, lister; Graphotype, sound proof cabinet; 10xM CB frames; cabinets; hand equipment. Priced at 30% cost or complete \$3000 f.o.b. San Mateo. Reply San Mateo County TB & Health Ass'n., 115 So. Ellsworth Ave., San Mateo, California.

**3—Scriptomatic Model—101's.** 1 with air feed, 1 friction feed, 1 selector unit with friction feed. All 3 have Cheshire tape att. Also cabinets and scripto typewriters. Make offer.

Dick Krupp — 2390 W. Pico Blvd.  
Los Angeles 6, California

**PITNEY BOWES POSTAGE METER**  
"AV" model, perfect, like-new condition, used very little. Only \$1200.00

**IDEALS PUBLISHING CO.**  
3510 W. St. Paul Avenue  
Milwaukee 1, Wisconsin

## COMPLETE SPEEDAUMAT INSTALLATION FOR SALE

No. 2605 addressing machine with selector and automatic feed. Graphotype, two cabinets and trays. This bank embossed only 40,000 plates and they ran the list less than 12 times since purchasing the equipment in 1958. We took over the equipment and would like to sell it fast. **YOU CAN SAVE 40%**. Contact Advertisers Addressing System, 703 N. 16th St. St. Louis 3, Mo.

**AUTO-TYPIST**, Dual Selector, Model 5660, like new, \$2,300, including IBM Executive Type-writer and Perforating Machine, CRAFTCARDS — Duquesne, Pa.

**ADDRESSOGRAPHS**: Model 60, new, \$11 ea. delivered. **HARRY J. ABRAMS**, 124 L St., N.E., Washington 2, D.C.

## EQUIPMENT WANTED

**WANTED: PHILLIPSBURG INSERTING  
AND MAILING MACHINE**

Send particulars to Ray D. Cherry  
1120 W. Peachtree St., N.W., Atlanta, Ga.

**POLLARD ALLING** reels, supplies, addressing machines, DSJ. Variotypers. A. H. Oglander, Commercial Letter, Inc., 1335 Delmar, St. Louis 3, Mo.

Speedamat Address. Mach. 2605 (For Sale  
Speedamat Address. Mach. 2600) Dewberry Engraving Co., 3201 S. 4th Ave., Birmingham, Ala.

Cheshire Model C and Pitney Bowes Model 4350 or similar mailing machine. John Lepman, Mailing House, Box 13104, San Diego 13, California.

## FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES  
GUARANTEED 100% ACCURATE  
ELECTRONIC SELECTED  
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers

Banks-Churches-Institutions

Choice of 350 Other Lists

"We Charge ONLY for Addressing"  
(Usually Completed within 3 Days).

Write for FREE Catalogue.

**SPEED-ADDRESS KRAUS CO.**

48-01 42nd St., Long Island City 4, N. Y.  
Stillwell 4-5922

## MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

**ENGINEERS AT THEIR HOME ADDRESS.** Over 100,000. Select by types. On speedaumat plates. Lowest rates. DMR Advertising, 4616 Red Bank Road, Cincinnati 27, O. BR 1-3200.

**MAILING LISTS**: sell, buy or exchange. What do you need? What do you have? Pritikin Furniture Company, MO 6-1075. 1000 W. Roosevelt Road, Chicago 8, Illinois.

**SPECIAL LISTS**: 75,000 Retired Male Federal Employees—\$15 per M; 100,000 Women Church Workers, and 100,000 Women Who Sew — \$10 per M. Also names of 50,000 "Expectant" Mothers monthly. Query on these. Mail-trader, Box 643, Ann Arbor, Michigan.

## MAILING MACHINES AND SUPPLIES

**REBUILT ONE YEAR GUARANTEED**  
**ADDRESSOGRAPHS - SPEEDAUMATS - ELLIOTTS**  
**PLATES - FRAMES - TRAYS - CABINETS**  
**EMBOSSING ADDGP & SPEED PLATES**  
**FOLDERS - SEALERS - PITNEY BOWES**  
**TYING MACHINES - LETTER OPENERS**  
**MAIL BAG RACKS - MAIL SORTING BINS**  
**MAILERS EQUIPMENT CO., INC.**

40 W. 15th St., N. Y. 11 CH 3-3442

**SPEEDAUMAT ADDRESSERS**  
**AUTOMATIC GRAPHOTYPES**  
**ADDRESSOGRAPHS — GRAPHOTYPES**  
**CABINETS — TRAYS — FRAMES — PLATES**  
**MULTILITHS — MULTIGRAPHES — FOLDERS**  
**PITNEY BOWES — TYING MACHINES —**  
**OPENERS — ELLIOTTS — LETTER OPENERS**  
**ALL EQUIPMENT REBUILT AND GUARANTEED**  
**AMERICAN BUSINESS MACHINES, INC.**  
573 BWAY, N.Y. 12, N.Y. — WO 6-4334

## SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$37.50 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUDSON 6-3530.

**NEED SKILLED GRAPHOTYPE OPERATORS?**  
You can make 50% to 100% profit by using our Graphotype Dept. as your own. Beautiful embossing, fully punctuated with less than 1% error. Pure Zinc Speedaumat plates. Prompt dependable delivery. Two shift service. 100% accuracy guaranteed.

Cost — Speedaumat — \$37.50 per M. Other plate prices on request — send details.

**ADVERTISERS ADDRESSING SYSTEM**  
703 N. 16th St., St. Louis 3, Mo.

#### MAILING LISTS WANTED

Will buy Midwestern List of Cleaners and Tailors and Shoe Repair Shops originally compiled by user. Must be up-to-the minute.

LENZIP MFG. CORP.  
1461-65 WEST GRAND AVE.  
CHICAGO 22, ILLINOIS

#### WANTED

To buy Mail Order Business. Write, stating what you have to offer, to: Norm Haslop & Assoc., 219 EST Bldg., Elyria, Ohio.

#### MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:  
New York City Area . . . Mr. J. Dudley Broderick, Hundred Million Club, Job Placement Committee, c/o Doubleday & Company, 501 Franklin Ave., Garden City, L. I., New York.  
National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 3 East 57th St., New York 22, New York.

#### HELP WANTED

Small Detroit machine tool sales organization needs all around full time person to handle all art, copy, layout for direct mail and trade publication sales promotion program. Furnish detailed experience record and salary requirements to Box 62, The Reporter of Direct Mail Advertising.



#### "IDEA" LETTERHEADS

Add lively interest to your messages! Unique ideas illustrated in 4 colors for buildings and markings. 8 1/2 x 11 size.

#### SEND FOR FREE CATALOG

IDEA ART  
309 Fifth Avenue; New York 16

## HEALTH LISTS

Write for information—Ask for Group #7

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

#### \$3000 in PRIZES

P. I. A. PRINTERS and  
LITHOGRAPHERS

Self-Advertising  
Exhibition and Awards

#### HELP WANTED

SALESMEN: Travel? Sell quality occupant mailing address tapes city by city for Cheshire, Wing, Dick. Commission. Write Box 717-R, Atlanta 1, Ga.

#### MAGAZINE CIRCULATION MANAGER

with good experience in recruiting and handling field selling force for subscription sales especially for business publications. Reply Box #63, The Reporter of Direct Mail Advertising.

#### LIVE LIKE A KING

on \$30 a month—1 hr. from U. S.—English Language—Yanks welcome—no income tax—servants \$2.80 a week—fresh steak 22¢ lb.—inspiring place to write ads—details \$2.00. Box J230, Vieux Fort, St. Lucia, W. I.

#### MANUFACTURER

offers newly patented plastic wave and curly comb to mail order dealers — designed for the ladies — Sells for \$1.00 sales tested in the better class department stores in Connecticut. Now ready for national sales by mail. We carry all stock and drop ship to your customer under your label. Write Royal Scot, Waterbury, Conn.

## Postage Got You Scared?

The answer is to make your mail bring more returns. That isn't easy but one step in the right direction is to read Briefs from Bringe every month. It won't solve all your problems over night but here and there you may pick up profitable idea.

Getting on the list won't put you under the sales hammer. No letters, phone calls or personal solicitation. Just a pleasant 4 minute reminder every month that Paul Bringe writes good letters. And it's free—how can you lose?

PAUL J. BRINGE, INC.  
221 E. Michigan Street  
Milwaukee 2, Wisconsin

## AN OUTRAGE!

An industrial reader of *The Reporter* sent us a business reply permit card received by his company. The card had originally been addressed to: Weaver Beatty Oldsmobile Co., 1200 Broadway, Denver, Colo. Folded and stapled to the card was a 1 1/2 x 8 1/2 inch slip of paper which when opened revealed this mimeographed message: "We do not favor government subsidization of your advertising. We are, therefore, returning this envelope to you in order that your payment of 6¢ first class postage will help pay the deficit incurred by low 'bulk mail' postage rates which are not sufficient to be self supporting."

The fact that this slip is mimeographed seems to prove it's an organized attempt either on the part of the recipient company or an office employee to discredit direct mail or to follow the line of the automobile agency-Postmaster-General.

We think it's a crime for an automobile agency to participate in such an activity when their own manufacturer and thousands of their dealers depend so heavily on third-class mail.

## CARACAS — VENEZUELA SISTEMAS POSTALES

(Compiles & Lists House)

WE

- are the only specialized Direct Mail firm in Venezuela.
- have 80,000 plates with up-to-date business and profession names classified geographically and alphabetically.
- guarantee 95% deliveries.
- have a workshop.
- cover the whole Venezuelan territory.
- will be very pleased to furnish catalogues and information.

SISTEMAS POSTALES, EDIFICIO IMPERIAL,  
PLAZA CANDELARIA, CARACAS, VENEZUELA

## MAIL ORDER LISTS

Write for Information—Ask for Group No. 5

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.



Copywriting Studio  
Confidential Work  
Add our copy experts  
to your staff—but not  
to your payroll—get a  
top creative team for a  
pre-agreed token fee.  
Persuasive Communication  
any kind—any medium

#### Direct Mail PROBLEMS SOLVED

- From creation of single pieces or campaigns to design and layout of complete private production plants. Write:

• **BERNARD A. ROSS**  
DIRECT MAIL CONSULTANT  
1427 Lucas St. Louis 3, Mo.

## Farmer's Names

Write for Information—Ask for Group No. 3

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

# Direct Mail

## ADDRESSING

Creative Mailing Service, Inc. .... 460 N. Main, Freeport, N. Y. (MU 8-4839)

## ADDRESSING AND MAILING

Mailmasters, Inc. .... 460 Nordhoff Place, Englewood, N. J. (GA 7-4811)  
The Roskam Company ..... 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)

## ADDRESSING SCRIPTOMATIC

Jerome S. Finston ..... 172 Scranton Ave., Lynbrook, L. I., N. Y. (LY 9-2705)

## ADDRESSING — TRADE

Beinmar Typing Service. .... 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-3322)  
Monaco's Typing Service. .... 148 Dunwoody Road, West Islip, N. Y. (MU 1-4922)  
Monaco's Typing Service. .... 280 Highline Lane, West Islip, N. Y. (MU 1-4922)  
The Roskam Company ..... 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)  
S & S Typing Service. .... 365 Fifth Avenue, N. Y., N. Y. (MU 3-0326)

## ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL

Harry & Ross Advertising. .... 101 West 42nd Street, New York 36, N. Y. (LG 2-1160)  
Boynton & Staff, Inc. .... 420 Market Street, San Francisco 11, California  
The Buckley Organization. .... Philadelphia Nat'l Bank Bldg., Phila. 7, Pa.

## ADVERTISING ART

A. A. Archbold, Publisher. .... 410 South Main Street, Burbank, Calif. (TH 2-2793)  
Idem Art. .... 307 Fifth Avenue, New York 16, New York (MU 8-7250)  
Harry Volk, Jr. Art Studio. .... Pleasantville 2, New Jersey

## ADVERTISING SPECIALTIES

Flexo Lettering Co., Inc. .... 305 East 46th Street, New York 17, N. Y. (PL 3-4943)  
Gries Reproductor Corp. .... 125 Beechwood Ave., New Rochelle, N. Y. (NB 3-8800)

## ART AND DESIGN FOR DIRECT MAIL

Al Carchia, Jr. .... 215 Park Avenue So., New York 3, N. Y. (OR 4-5740)

## AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service. .... 244 N. Clark St., Chicago 13, Ill. (KA 7-5496)  
The Roskam Company ..... 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)

## BOOKS

Reporter of Direct Mail. .... 224 11th Garden City, N. Y.  
Don That Cliché. .... 1.00  
How To Get The Right Start in Direct Advertising. .... 1.00  
How To Think About Direct Mail. .... 1.00  
How To Think About Letters. .... 1.00  
How To Think About Readership of Direct Mail. .... 1.00  
How To Think About Response. .... 1.00  
How To Think About Showmanship in Direct Mail. .... 1.00  
How To Think About Mail Order. .... 1.00  
How To Think About Production and Mailing. .... 1.00  
How To Think About Industrial Direct Mail. .... 1.00

## COLLECTIONS

Arrow Service. .... 9 Yates Street, Schenectady 5, New York

## COPYWRITERS (Free Lance)

Paul J. Brings. .... 4521 North 25th Street, Milwaukee 9, Wisconsin  
The copy shop. .... 270 Madison Avenue, New York 16, N. Y. (MU 3-1455)  
Betty Mathewson. .... 182 Cooper Avenue, Upper Montclair, N. J. (PI 6-5335)  
Gwen E. Reed. .... 106 N. State St., Howell, Mich. (Tel: 65)

## DIRECT MAIL AGENCIES

Whrend Associates, Inc. .... 801 Madison Ave., N. Y. 22, N. Y. (PL 1-0311)  
B. L. A. House. .... Chalfont Street, London, N. W. 1, England (SU 5262-6)  
Borkowski Advertising. .... 215 West Navarre St., South Bend 1, Indiana (CE 2-1455)  
Lao Lao Advertising. .... 610 Madison Ave., New York 16, N. Y. (PI 6-5117)  
The Buckley Organization. .... 422 Fifth Avenue, New York 18, N. Y. (LA 4-4260)  
Chase & Richardson, Inc. .... 225 Park Avenue, New York, N. Y. (MU 6-2286)  
Dickle-Bazmond, Inc. .... 225 Park Avenue, New York 18, N. Y. (MU 6-2286)  
Direct Mail Markets Co., Inc. .... 8 East 54th Street, New York 22, N. Y. (PL 9-3113)  
Direct Mail Service. .... 1000 Peachtree Drive, N. E., P.O. Box 13446, Atlanta 24, Georgia (TR 3-3221)  
Harrison Service Inc. .... 210 East 50th Street, New York 22, N. Y. (PL 1-2820)  
The Creative Division of James Gray, Inc. .... 218 E. 48th St., N. Y. 17, N. Y. (MU 2-9000)  
John M. Lord & Co. .... 171 Newbury Street, Boston 16, Mass. (CO 7-1920)  
Harold Marshall Advertising Co., Inc. .... 171 Madison Ave., N. Y. 16, N. Y. (MU 6-5652)  
McVicker & Higginbotham, Inc. .... 22 West 42nd St., New York 30, N. Y. (OW 3-4082)  
R. L. Poff & Co. .... 431 Howard Street, Detroit 31, Mich. (WD 1-9476)  
Reply-O-Letter. .... 7 Central Park W., N. Y. 23, N. Y. (CT 5-8118)  
Reply-O-Letter. .... 244 No. Michigan Ave., Chicago 11, Ill. (MU 2-2986)  
Reply-O-Letter. .... 10 Post Office Square, Boston 9, Mass. (HA 6-1588)

Reply-O-Letter. .... 1730 E. 23rd St., Cleveland 1, Ohio (PR 1-8470)  
Reply-O-Letter. .... 14700 Dexter Blvd., Detroit 33, Mich. (DI 1-2233)  
Reply-O-Letter. .... 14800 Mail-Well Drive, Forest Park 2, Ohio (4-4111)  
Reply-O-Letter. .... 14800 Mail-Well Drive, San Francisco, Calif. (4-2381)  
Reply-O-Letter. .... 111 Queen Street, Brisbane, Australia (B2411)  
Responis Letter. .... 411 South Sangamon Street, Chicago 7, Illinois (MO 6-9878)  
The Hylander Co. .... 210 W. Jackson Blvd., Chicago, Ill. (3-4187)  
The Hylander Co. .... 120 West 42nd St., New York 18, N. Y. (WA 8-2680)  
The Smith Company. .... 37 Heisler St., San Francisco, Calif. (SU 1-6544)  
Tallman, Smith & Associates. .... 410 N. Michigan, Chicago 1, Illinois (WH 3-0688)

## DIRECT MAIL EQUIPMENT

American Automatic Typewriter Co. .... 2233 N. Pulaski Rd., Chicago 39, Illinois  
B. H. Bunn Co. .... 7605 N. Vineyard Ave., Chicago 29, Ill. (MU 3-4456)  
Cheshire Mailing Machines, Inc. .... 1844 No. Horace Street, Chicago 22, Illinois  
Gandy Matic Company. .... 3531 N. 35th St., Milwaukee 16, Wis. (HI 6-7181)  
Friden, Inc. .... 2350 Washington Avenue, San Leandro, California  
Scriptomatic, Inc. .... 310 N. 11th St., Phila. 7, Pa. (WA 3-1361)  
Thomas Collators, Inc. .... 50 Church St., New York 7, N. Y. (DI 9-2270)  
Vari-Typer Corporation. .... 720 Frelinghuysen Ave., Newark 12, New Jersey  
Chauncey Wing's Sons. .... 78 Pierce Street, Greenfield, Mass.

## DIRECT MAIL SPECIALTIES

Let's Have Better Mottoes Assn., Inc. .... 2123 East Ninth St., Cleveland 15, Ohio (SU 1-4220)  
Orchids of Hawaii, Inc. .... 305 Seventh Avenue, New York 1, N. Y. (OR 5-6500)

## ELLIOTT STENCIL CUTTING

Alice Business Service, Inc. .... 32-15 33rd St., Long Island City 6, N. Y. (LG 5-4822)  
Creative Mailing Service. .... 460 N. Main St., Freeport, N. Y. (MU 8-4839)  
Elliott Addressing Machine Co. .... 117 Leonard St., New York 13, N. Y. (WA 5-1372)

## ENVELOPES

The American Paper Products Co.  
Envelope Terrace, Southern Blvd. in McClure Rd., Youngstown, Ohio (OH 8-4545)  
Atlanta Envelope Co. .... P. O. Box 1267, Atlanta 1, Ga. (TH 6-3568)  
B. H. Bunn Co. .... 7605 N. Vineyard Ave., Chicago 29, Ill. (MU 3-4456)  
The Boston Envelope Co. .... 397 High St., Dedham, Mass. (PA 6-2780)  
Cupples-Hesse Company. .... 1655 East Madison, Des Moines 13, Iowa (AM 2-5696)  
Cupples-Hesse Company. .... 3633 Michigan Ave., Detroit 16, Mich. (EV 6-2780)  
Curtin 1000, Inc. .... 1000 University Avenue, St. Paul 6, Minnesota  
Dartmouth Envelope Co. .... 1000 University Avenue, St. Paul 6, Minnesota (EV 6-2780)  
Garden City Envelope Co. .... 3801 N. Rockwell St., Chi. 18, Ill. (CO 7-2490)  
The Gray Envelope Mfg. Co. .... 53 23rd St., Brooklyn 32, N. Y. (HT 8-2490)  
Herc Envelope Co. .... 4500 Cortland St., Chi. 39, Ill. (CA 7-2490)  
North Coast Envelope Co. .... 2 Prince St., Brooklyn 1, N. Y. (JA 5-0101)  
Rochester Envelope Co. .... 72 Clarissa St., Rochester 14, N. Y. (PA 6-2404)  
S. Cupples Envelope Co., Inc. .... 360 Furman St., Brooklyn 2, N. Y. (TH 6-2225)  
The Standard Envelope Co. .... 1699 E. 30th St., Cleveland 14, O. (PH 1-3068)  
Tension Envelope Corporation. .... 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)  
New York 18; St. Louis 10; Minneapolis 1; Des Moines 14; Ft. Worth 12;  
Tucson Envelope Co. .... 300 N. Kimball Ave., Chicago 18, Ill. (IL 6-2011)  
Plant in New York, Chicago, Los Angeles. Offices in All Principal Cities  
United States Envelope Co. .... 217 Broadway, New York, N. Y. (PA 7-5786)  
Wolf Detroit Envelope Co. .... 14700 Dexter Blvd., Detroit 33, Mich. (DI 1-2233)

## ENVELOPE SPECIALTIES

Curtis 1000 Inc. .... 150 Vanderbilt Ave., W. Hartford 16, Conn. (JA 2-1221)  
Garden City Envelope Co. .... 3001 N. Rockwell St., Brooklyn 32, N. Y. (CO 6-3000)  
Herc Envelope Co. .... 4500 Cortland St., Chi. 39, Ill. (CA 7-2490)  
North Coast Envelope Manufacturing Corp., 2 Prince St., Brooklyn 1, N. Y. (JA 2-6161)  
Tension Envelope Corporation. .... 19th & Campbell, Kansas City 8, Mo. (GR 1-3800)  
The Sawlon Company, Inc. .... 480 Lexington Ave., New York 17, N. Y. (TU 6-8565)  
The Wolf Envelope Co. .... 1749 81st St., Cleveland 1, O. (PH 1-8478)

## FOREIGN MAILINGS

Dillon-Agnew Associates. .... New York, Amsterdam, Paris  
R. Hill & Son, Ltd. .... 10 East 49th Street, New York 17, N. Y. (PL 2-0176)  
Manuel Caragol. .... Kent Street, AUCKLAND, N. Z. 1, New Zealand  
C. P. Sandberg, Direct Mail A/E. .... Montaner 573, Barcelona 6, Spain  
Rasdhuset, B. Oslo, Norway

## INSERTING SERVICE — AUTOMATIC MACHINE

Advertising Distributors of America, Inc., New York  
25 machines. .... 400 Madison Ave., New York 17, N. Y. (MTU 8-6500)  
Bonded Mailings Inc., Nationwide. .... 754 4th Ave., Brooklyn 32, N. Y. (WD 8-4819)  
Circulation Associates. .... 1745 Broadway, New York, N. Y. (JU 6-3528)  
Creative Mailing Service. .... 460 N. Main St., Freeport, N. Y. (MU 8-4839)  
D & A Electronic Mailers. .... 918 N. 6th Street, Milwaukee 2, Wisconsin (WI 3-7853)

Lemarge Mailing Service Co. .... 417 S. Jefferson Street, Chicago 7, Ill.  
Mailing Masters, Inc. .... 400 Northfield Place, Englewood, N. J. (LO 7-4811)  
Mailings Incorporated. .... 35 West 13th St., New York 14, N. Y. (WA 9-3188)

#### LABEL PASTERS

Potdevin Machine Co. .... 281 North St., Teterboro, N. J. (AT 8-1941)

#### LABELS

Allen Hollander Co., Inc. .... 385 Gerard Ave., New York 51, N. Y. (MO 5-1816)  
Dennison Mfg. Co. .... Framingham, Mass. (TH 3-3511)  
Ever Ready Label Corp. .... 33 Cortlandt St., Belleville 9, N. J. (PL 9-5300)

#### LETTERS

Responia Letter. .... 411 South Sangamon Street, Chicago 7, Illinois (MO 6-9878)  
Responia Letter. .... New York Office, (EN 6530)

#### LETTER GADGETS

Howig Co. .... 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)  
Orchids of Hawaii, Inc. .... 507 Seventh Avenue, New York 1, N. Y. (MO 5-6500)  
Robert Straub & Co. .... 512 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

#### LETTERHEADS

Arthur Thompson & Company. .... 109 Market Place, Baltimore 2, Maryland (PL 2-4896)  
Brunner, Inc., Printers-Lithographers, .... 1010 Jefferson Ave., Memphis, Tenn. (BR 2355)

#### MAIL ADVERTISING SERVICES (Letterships)

BROOKLYN  
Value Reproduction & Mailing Service, Inc. .... 1715 Ave. Z, Brooklyn 35, N. Y. (SH 3-5235)

CLEVELAND  
Robert Silverman, Inc. .... 1270 Ontario Street (13) (CH 1-6575)

Detroit  
Advertising Distributors of America, Inc. .... 4444 Cass Ave. (1) (TE 3-0500)  
Advertising Letter Service, Inc. .... 2830 Jefferson East, (7) (LO 7-0585)  
National Mailing Corp. .... 6801 Grand River Ave., (8) (TY 8-2011)  
R. L. Peck & Co. .... 481 Howard St. (31) (WO 1-9470)

HOUSTON, TEXAS  
Premier Printing and Letter Service. .... 2120 McKinney Ave., (CA 4-6176)  
233 North Avenue, Westfield, N. J. (AD 2-8393)

LOS ANGELES  
Krupp's Ad. Mailing Serv. .... 2390 W. Pico Blvd. (6) (DU 5-5421)  
The Mailing House. .... 1010 N. Madison Avenue, Los Angeles 29, Calif. (NO 3-4271)

MIAMI, FLORIDA  
Ace Letter Service Co. .... 3800 N.E. 1st Avenue (PL 7-4577)

MINNEAPOLIS  
Gile Letter Service. .... 723 Third Ave., S., (2) (FE 3-3417)

NEW YORK CITY  
Advertisers Mailing Service, Inc. .... 45 West 18th St., New York, N. Y. (AL 5-5068)  
Cable Address: Advertisers Corp. .... 15 E. 40th St. (12) (AL 5-2920)  
Circulation Associates. .... 1745 Broadway, New York 16, N. Y. (JW 6-5300)  
Latham Process Corporation. .... 200 Hudson Street, N. Y. 15, N. Y. (WO 6-4500)  
Mailings Incorporated. .... 55 West 13th St. (11) (WA 9-5188)  
Mary Ellen Clancy Company. .... 258 Park Avenue, New York 17, N. Y. (TU 7-7833)  
St. John's Associates, Inc. .... 75 West 45th Street, New York 36, N. Y. (JU 2-3341)

PHILADELPHIA  
Woodling Mail Advertising Serv. .... 1904 Arch St., (7) (LO 3-1840)

PITTSBURGH  
Advertisers Associates, Inc. .... 1827 Penn Avenue (AT 1-1444)

ROCHESTER, NEW YORK  
Ayer & Streb. .... 15 South Avenue (BA 5-6346)

SAN FRANCISCO  
The Letter Shop. .... 67 Beale St. (BU 1-6564)  
The Smith Company. .... 67 Beale Street (BU 1-6564)

ST. LOUIS  
The Alan Company. .... 1427 Lucas Avenue (3) (MA 1-4727)

WESTFIELD, NEW JERSEY  
Union County Printing & Mailing Service. .... 233 North Avenue (AD 2-8393)

#### MAILING LISTS — BROKERS

Accredited Mailing Lists, Inc. .... 10 East 39th Street, N. Y. 16, N. Y. (MU 3-1356)  
Aresco-Bureau List Service, Inc. .... 149 W. 30th St., N. Y. 16, N. Y. (JL 8-4188)  
Boynton & Staff, Inc. .... 420 Market St., San Francisco 11, California

Business Mailing Staff. .... 1000 Grand Avenue, Englewood, N. J. (LD 1-5200)  
The Cooling Co. Inc. .... 11 West 42nd St., New York 18, N. Y. (JW 6-5253)

Dependable Mailing Lists Inc. .... 281 4th Ave., N. Y. 16, (JU 9-7109)  
Direct Mail Markets Co., Inc. .... 8 East 54th Street, New York 22, N. Y. (PL 9-3113)

Walter Drey, Inc. .... 333 N. Michigan Ave., Chl. 1, III. (FI 6-7433)  
Walter Drey, Inc. .... 251 4th Ave., N. Y. 16, N. Y. (PL 9-7661)

EWI, Inc. .... 429 4th Ave., N. Y. 16, N. Y. (PL 9-7661)  
Guild Co. .... 180 Eagle St., Englewood, N. J. (BN 9-0416)

Walter Karr, Inc. .... Armonk, N. Y. (PA 4-2336)

Lewis Kind, Inc. .... 25 West 45th St., New York 36, N. Y. (JU 2-9830)

Cell Levine Screened Mailing Lists. ....

Fish Building, 250 W. 57th St., N. Y. 19, N. Y. (JU 6-2084-7)  
Willis Maddern, Inc. .... 251 4th Ave., N. Y. 16, N. Y. (PL 9-7469)

Nanex Unlimited, Inc. .... 352 Fourth Avenue, New York 10, N. Y. (MU 6-5244)

People in Places, Inc. .... 41 Fifth Ave., New York 3, N. Y. (GI 7-3774)

Planned Circulation. .... 19 West 44th Street, New York 36, N. Y. (MU 7-0158)

William M. Proff Associates. .... 45 Main St., Orange, N. J. (JU 7-3396)

Richard Buehrer Associates, Inc. .... 136 W. 52nd St., N. Y. 19, N. Y. (CI 6-9534)

The Roskin Company. .... P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

C. H. "Hank" Ruby & Co., Inc. .... 339 W. 51st St., N. Y. 19, N. Y. (JU 6-5315)

Sanford Evans & Co., Ltd. .... 156 Lombard Ave., Winnipeg 2, Man., Can. (WH 2-0554)

William Stroh, Jr. .... 588-570 54th St., West New York, N. J. (EN 4-6860)

James E. True Associates. .... 410 Fourth Avenue, New York, N. Y. (MU 9-0650)

#### MAILING LISTS — SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING

BELLOW OR COMPILERS & OWNERS

Business, Professional Lists. .... (Ed. Burnett Inc.)

Direct Mail Users. .... 18,500. .... (Reporter of DM)

Financial Lists. .... (E-Z Addressing Service)

Fund Raising Lists. .... (W.M. Proff Associates)

Mail Order Lists. .... (The Roskin Company)

Opportunity Seekers and Stars in Business. .... 200,000 (William Stroh, Jr.)

#### MAILING LISTS — COMPILERS & OWNERS

Active Mail Order List Co. .... 241 Lafayette St., N.Y. 12, N.Y. (WA 5-2450)

Abbott National List Co. .... 125 Cedar St., New York 6, N. Y. (WO 2-1775)

Allison Mailing List Corp. .... 329 Park Ave. South, N.Y. 10, N.Y. (AL 4-8850)

Associated Advertising Service. .... 813 Willow Street, Port Huron, Mich. (TU 5-7778)

Bookbuyers Lists, Inc. .... 363 Broadway, N.Y. 13, N.Y. (WO 4-5871)

Boynton & Staff, Inc. .... 429 Market St., San Francisco 11, California

Buckley-Diemer. .... 555 W. Jackson Blvd., Chicago 6, Ill. (MA 7-9865)

Ed Burnett, Inc. .... 156 Fifth Ave., New York 10, N.Y. (AL 5-9650)

Creative Mailing Service. .... 409 N. Main St., Freetown, N.Y. (FE 8-4830)

Directory of Associations. .... Gale Research Co.

8414 Rock Blzg., Detroit 29, Mich. (WO 1-2242)

888-898 Michigan Ave., Chl. 1, Ill. (MI 6-7453)

Walter Drey, Inc. .... 338-357 4th Ave., N.Y. 19, N.Y. (MI 4-7961)

E-Z Addressing Serv. .... 43 Washington St., N.Y. 6, N.Y. (MA 2-9492)

Fritz S. Honeimer. .... 28 E. 22nd St., N.Y. 10, N.Y. (MI 4-0479)

Industrial List Bureau. .... 421 Main Street, W. Springfield, Mass. (GI 9-0099)

Koplow Mailing Service. .... 1000 Madison Ave., New York 10, N.Y. (CO 7-4171-2)

Mailings List Corporation. .... 2375 East 18th Street, Brooklyn, N.Y. (BH 3-5226)

Massow, Inc. .... 4000 6th St., Milwaukee 3, Wisconsin

140 Offices in Major Cities. .... See Yellow Pages for Local Phone Numbers

Market Compilation Bureau. .... 10561 Chandler Blvd., N. Hollywood, California (BT 7-5384)

National Birth Record Company. .... 16 West 19th Street, New York 11, N.Y. (OR 5-7899)

Occupant Mailing Lists of America. .... 239 North 4th Street, Columbus, Ohio

Official Catholic Directory. .... 12 Garcia St., N.Y. 8, N.Y. (LA 1-2968)

R. L. Polk & Co. .... Howard Street, Detroit 1, Michigan (WO 1-7470)

William M. Proff Associates. .... 421 Main St., W. Springfield, Mass. (GI 9-0099)

Louis M. Rosenthal & Associates. .... 440 South Fourth St., St. Louis, Mo. (BT 6-9380)

H. D. Schaeffer. .... 4149 Lengangia Blvd., N. Hollywood, Calif. (PO 6-9300)

Raymond-Loev Associates, Inc. .... 52 Broadway, New York 4, N.Y. (WH 4-4487)

Reporter of Direct Mail Adv. .... 224 7th Ave., Garden City, N.Y. (FE 8-1865)

Research Projects, Inc. .... 404 Fourth Ave., New York, N.Y. (JU 2-0830)

Sistemas Postales, Edificio Imperial Oficina. .... 94-95 Plaza Candelaria, Caracas, Venezuela

Speed-Address Kraus Company. .... 48-01 42nd Street, Long Island City, 4, N.Y. (ST 4-5922)

William Stroh, Jr. .... 588-570 54th St., New York, N.Y. (PL 9-1113)

W. E. Watson Corp. .... 223 Hanse Ave., Freetown, N.Y. (FE 8-4860)

The W. P. Woodall Co., Inc. .... 214 East 125th St., New York 22, N.Y. (FE 4-8500)

Zeller and Leetas, Inc. .... 15 East 26th St., N.Y. 8, N.Y. (MI 5-6278)

#### MAIL ORDER CONSULTANT

Arthur W. Bandman. .... 95 Madison Avenue, New York 10, N.Y. (LE 2-8665)

Direct Mail Markets Co., Inc. .... 8 East 54th Street, New York 22, N.Y. (PL 9-1113)

Herbert L. Kerner & Associates. .... 131 S. Wabash Ave., Chicago 2, Ill. (AN 2-2242)

#### MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg Co. .... 230 W. 19th St., N.Y. 11, N.Y. (CH 3-0602)

#### MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. .... 19 S. Wells Street, Chicago 6, Ill. (ST 2-7800)

#### OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc. .... 444 Cass Ave., Detroit 1, Michigan (TE 3-0500)

Advertising Distributors of America, Inc. .... New York. .... 400 Madison Ave., N.Y. 17, N.Y. (MU 8-6469)

Label List, Inc. .... 84 Peachtree St., N.E., Atlanta, 3, Georgia (MU 8-6469)

Occupant Mailing Lists of America. .... 239 North 4th Street, Columbus, Ohio

#### OFFICE EQUIPMENT

Schaubroeck Agency. .... Avia, Missouri

#### PAPER MANUFACTURERS

Allied Paper Mills. .... 1668 Lake Street, Kalamazoo, Michigan

American Writing Paper Corporation. .... Holyoke, Massachusetts

Appleton Coated Paper Co. .... 1230 N. Meads St., Appleton, Wis. (414-5)

Curtis Paper Company. .... Newark, Delaware (EN 8-2451)

Eastern Fine Paper and Pulp Div., Standard Packaging Corp., Bangor, Me. (2-5221)

Hammill Paper Company. .... Erie, Pennsylvania (GI 9-3811)

Hannaford Paper Company. .... 116 Colgate St., Dayton 2, Ohio (BT 2-7500)

International Paper Company. .... 229 E. 42nd St., N.Y. 17, N.Y. (MU 2-7500)

Kimberly-Clark Corporation. .... Neenah, Wisconsin (PA 2-3311)

Nekoosa-Edwards Paper Co. .... Port Edwards, Wis. (Tel: 3111)

New York & Pennsylvania Co. .... 230 Park Avenue, New York 17, N.Y. (PL 1-4356)

Kalamazoo, Michigan (GI 9-3811)

H. D. Warren Company. .... 59 Broad Street, Boston 1, Massachusetts

S. D. Warren Company. .... Middletown, Ohio

Sorg Paper Company. ....

#### TEMPORARY OFFICE HELP

Mid-Manhattan Business Service. .... 120 East 56th St., New York 22, N.Y. (PL 2-2250)

#### PHOTO ENGRAVERS

Horan Engraving Co., Inc. .... 41 W. 28th St., New York 1, N.Y. (MU 9-5855)

#### POST CARDS

Colourpicture Publishers, Inc. .... 390 Newbury St., Boston 15, Mass.

CURTEICHCOLOR 3-D by Curt Teich & Co., Inc. .... 1733 W. Irving Park Road, Chicago 12, Illinois (BU 1-9666)

#### PRINTERS — LETTERPRESS & LITHOGRAPHY

Carey Press Corporation. .... 406 W. 31st Street, New York 1, N.Y. (CH 4-1000)

Offset Reproductions, Inc. .... 31 Huber St., New York 12, N.Y. (WA 5-1196)

#### SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis. .... 903 E. Powell Avenue, Evansville 12, Ind. (IA 2-3791)

#### STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates. .... 1745 Broadway, New York, N.Y. (JU 6-3530)

#### SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates. .... 1745 Broadway, New York, N.Y. (JU 6-3530)

Globe Fulfillment Corporation. .... 148 W. 23rd St., N.Y. 11, N.Y. (OR 5-4600)

#### SYNDICATED HOUSE MAGAZINES

The William Feather Co. .... 900 Clinton Rd., Cleveland 9, O. (AT 1-4122)

The Henry F. Heinrichs Publications, The House of Sunshine..Litchfield, Ill. (296)

#### TRADE ASSOCIATIONS

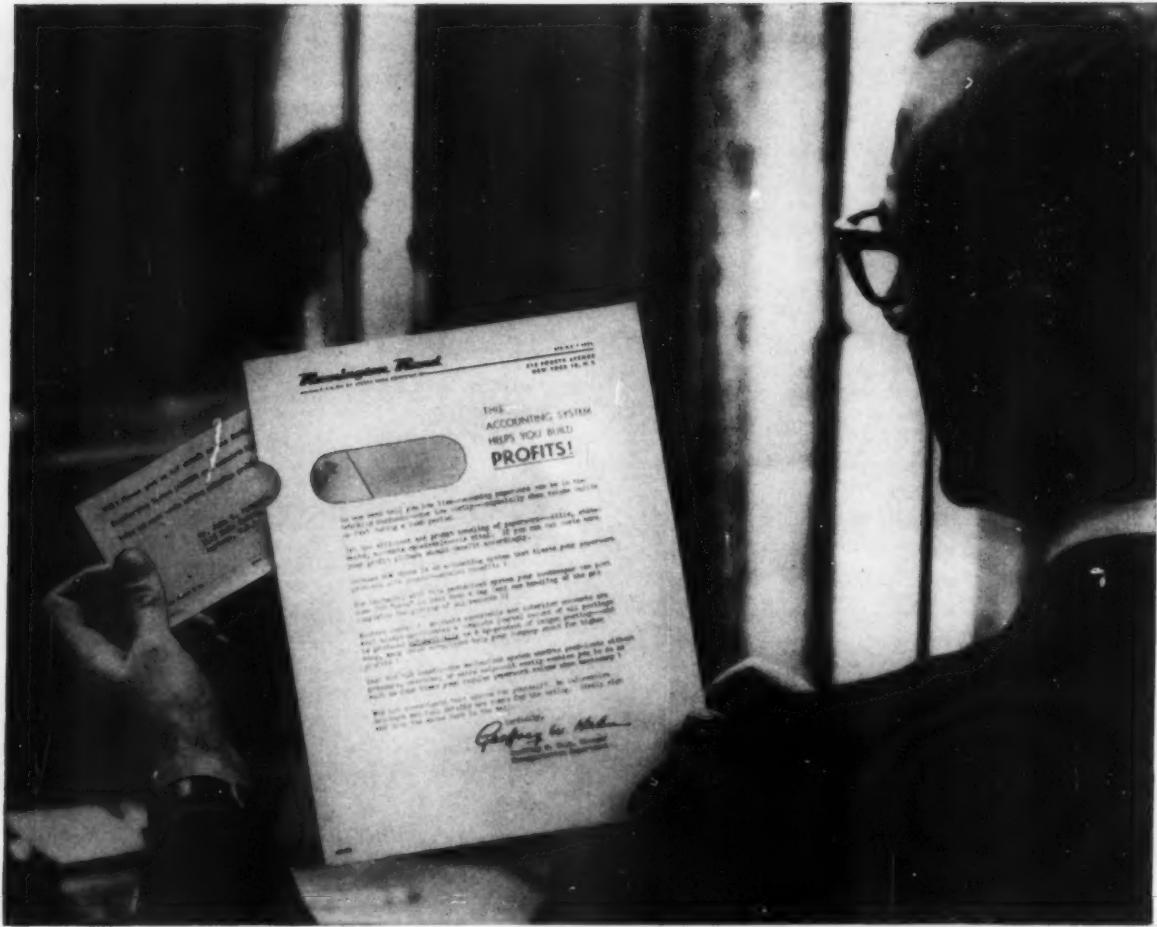
Association of First Class Mailers. .... 211 Wyatt Building, Washington 5, D.C.

Associated Third Class Mail Users, 1406 G St., N.W., Wash. 3, D.C. (ME 8-2447)

Direct Mail Advertising Assn. .... 3 E. 57th St., N.Y. C. 22 (MU 8-7388)

MABA International. .... 18120 James Causen, Detroit 35, Mich. (UN 4-5548)

Parcel Post Association. .... 1013 Woodward Building, Washington 5, D.C.



## *He'll mail it himself*

This "reply" will cut through office routine. No secretary needed. No envelope. No stamp. Simply your prospect's desire to reply... and he'll do that himself by pulling out the card and dropping it in the mail. Not even his signature is needed!

Reply-O-Letter, the Letter with the Built-in-Reply, is especially effective on mailings to the businessman. It fits right in with his hectic routine. Enables him to take quick, positive action all by himself. And should he set it aside for further thought, the "reply" stays right with the letter, ready to be used the instant a decision is made.

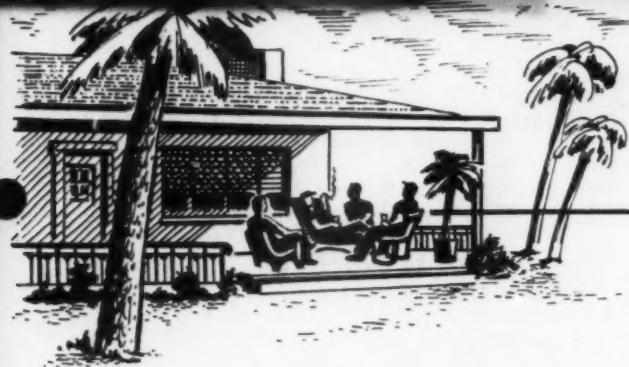
To convert the busy executive into one of your best prospects is a job Reply-O-Letter does remarkably well. 26 years of successful direct mail experience have perfected copy skills and art techniques that motivate more replies from the business world. Low cost Reply-O-Letter increases direct mail results as much as 30 to 50% for the largest users of mail advertising in America. They can be resultful for you too.

Let Reply-O-Letter help you plan your next direct mail effort. Write on your letterhead, please, for our booklet "The 3 R's of Direct Mail."

### **REPLY-O-LETTER**

2 Central Park West, New York 23, N. Y. Offices in principal cities in the United States, Canada, England and Australia.





## FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that with visitors to the Editor of *The Reporter*

**SOME OF OUR FRIENDS** should watch their semantics. Nearly every bulletin, letter or article during the current hysteria over threatened postage increases mentions "the direct mail industry." We are warned that the direct mail *industry* is in danger. The direct mail *industry* is faced with total extinction. There isn't any direct mail *industry*. Direct mail is a medium of advertising . . . a method of communication. You cannot label General Motors or General Electric as part of a direct mail industry simply because they use direct mail advertising. Even the printers and lettershops which service mail users are not representative of a direct mail *industry* . . . they are in the printing industry or lettershop industry. Paper and envelope manufacturers are not in a direct mail industry . . . even though they supply many direct mail users in many different industries.

So, please, folks . . . let's get our semantics straight when we write to Congressmen or talk about direct mail. It may be a picayune point . . . but we should do everything possible to help clear up confusion.

**SOME OF US SCUTTLEBUTTERS** are disturbed about a prominent mail order man going into the franchise promotion business. In the past, he has made plenty of money and built a good reputation for his company. Why spoil the reputation to induce a lot of innocent neophytes that they can reap tidy profits by taking a franchise and buying imprinted syndicated catalogs? The question is: Why doesn't the promoter mail the catalogs himself and keep the profit? As some of the oldtimers complain: "It just isn't possible for an unknown, unskilled person to mail out catalogs and sell enough to cover costs . . . no matter how good the catalog or the merchandise." (For a complete explanation of how we feel about the mail order franchise deals . . . see *Scuttlebutt* for January, 1960.) No need to mention names in this case, as most of you have seen the promotion either in the mail or in large newspaper advertisements. We can only hope the promoter will take a second think and withdraw the offer. He should also realize that all the mail order franchise deals are being investigated by the postal inspectors after they had received evidence of widespread losses suffered by the neophytes who were fooled by the "easy to get into mail order" promises.

**THREE UNUSUAL MESSAGES** reached me this past month. First was a Christmas card from Lila Casady (Seattle, Wash.) in a smeared, damaged envelope. The explanation for the lateness was: Someone had accidentally dropped the package containing all her Christmas cards down the elevator shaft in the days before Christmas. The stamped but uncanceled messages were not discovered until this month when the elevator shaft had to be searched for a lost key. Another message was a shock: a form letter from Marguerite C. Voegele which

she sent as an Easter message to all the friends of her husband, Walter, who died of a heart attack last November at his desk at the Ahrens Publishing Co. in New York, where he was editor of *Hotel Management*. I don't know why I had not heard of Walter's untimely death, for he was a favorite of mine . . . one of my first students in the direct mail course I ran back in the late Thirties. But his wife's wonderful letter of faith and courage was inspiring. Next came an Easter message from Hawaii . . . from R. A. Mitchell Jr. (44-463 Aumoana Way, Kaneohe, Oahu, Hawaii). Mitch is another graduate of the direct mail course. In his cleverly designed Easter message, Mitch's daughter and son and their two Siamese cats tell about how Mommy and Papa were so busy at Christmastime they kept putting off doing something about greetings. So the Easter card took their place. Idea well handled . . . and it has possibilities for others. Christmas mails are jammed so full. An Easter card such as Mitch designed stands out above all the rest of the mail.

**THE GRAND OLD MAN** of Direct Mail, Homer J. Buckley, aged 81, went to his final rest on May 5, 1960. Homer was the undisputed Dean of Direct Mail. He personally named the medium which had formerly been called "circularizing." In 1917, Homer organized the Direct Mail Advertising Association and was its first (afterwards the tenth) president. His voice was heard throughout the land . . . championing the then struggling new medium of direct mail. He also campaigned for good ethics in advertising and helped to organize the first Better Business Bureau movement. If it hadn't been for Homer, I probably would not have stayed with direct mail. I was sorta fed up in 1924 after five discouraging years, and thought of moving to greener pastures. But the DMAA decided to stage its 7th convention in Pittsburgh. Homer appeared at the Ad Club for a preconvention warm-up. His wavy locks, vibrant voice, inspirational logic or something resold this discouraged neophyte and I jumped in to help promote the convention . . . and from then on became a constant association and medium advocate. The monetary rewards have not been great . . . but it's been a lot of fun . . . especially knowing and fraternizing with practically every direct mail leader since Homer Buckley's heyday.

**TOOK A SHORT TRIP** over to Orlando, Florida, to attend a Graphic Arts Congress and chairman a panel session on printers' self-advertising. A big show but confusing. The exhibits were at the fair grounds, with meetings lost at hotels. Saw a number of friends in the paper and printing machinery fields. The self-advertising clinic was interesting . . . but printers seem confused about how they should advertise. Subject should get more attention at printers' conventions. I tried to help out by telling them they cannot decide what type of direct mail to use until they analyze what type of printer they are,

or what type of printing or customer they are trying to sell. It's a question of deciding on the right style of showmanship.

Remember the six important types developed by the late Kenneth Goode for the DMAA convention of 1937 in Cleveland? There are only six basic types of direct mail showmanship—Simplicity, Richness, Realism, Humor, Emotions, Continuity. A printer doing mostly job work can send out simple letters, post cards, newsletters without any continuity but with consistent effort. A printer specializing in elaborate, expensive brochures should self-advertise with rich formats, possibly with samples. Printers experienced in die-cuts, pop-ups, unusual sampling campaigns can use realism in format. There have been plenty of good examples of successful humorous campaigns used by printers, but they have been done . . . by examples mostly. Continuity has been established by many aggressive printers and lettershops by a series of mailings emphasizing one basic theme or by a well-planned house magazine. In some cases, we've seen printers' sales campaigns which involved all of the forms of showmanship. It's a big subject. We covered most of it in that study of a few years back, "How to Think About Showmanship in Direct Mail." Copies are still available. Rules and theories apply to all types of business, not just to printers.

**IT WAS WONDERFUL** hearing about newspaper reporter Allen Drury receiving a Pulitzer Award. We've read his thrilling book, "Advise and Consent," several times and will be anxious to see the motion picture being planned by Otto Preminger. It is a story all who love our country should read. It takes us behind the scenes of the most powerful group in the world—the Senate of the United States—and into the personal lives and ambitions of the members. The characters and incidents are treated with sympathetic understanding. Since the action takes place in an undetermined future period when the Russians have taken possession of the moon . . . there are no present political undertones. Most of the action is in the form of conversations. They sound completely normal and unbookish. Many of the passages of explanation are brilliant and require several readings . . . reminding us of things happening today or in the past. A favorite passage is this one . . . as a Senator, destined to be President some day, thinks out his personal problems:

This was the era when everything was half done: when the job on the car was half finished, the suit came back from the cleaners half dirty, the bright new gadget broke down a week after you got it home, the prices climbed higher and higher as the quality got less and less. The Age of the Shoddy came upon America, and Everybody Wants His became the guiding principle for many. With it came the Age of the Shrug, when the problems of world leadership were too large and frightening to grasp, and so everybody would rather sigh and shrug and concentrate on bigger and bigger cars and shinier and shinier appliances.

A dry rot had affected America in these recent years, and every sensitive American knew it. Orrin feared for the country, for her friends fell away and her enemies advanced. She could have withstood anything if she had been strong inside; but it was as though having been young, she had matured overnight into senescence; she was tired, baffled and confused. In every phase of her life there was a slowing down, an acceptance of second best.

And yet there were great strengths still in the land; she had her great heritage, her industrial vigor, her innate decency and good will. She needed only to be lifted up again and shown the way.

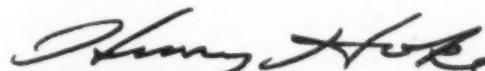
It is a great book. Every copywriter should read it . . . aside from its gripping picture of an America in troubled times. Descriptions are perfect . . . with few if any wasted words. One thing for sure . . . it will give you an abiding faith in democracy. In spite of our delays, bumbling and confusion, we usually manage to find some workable

solution even if it is a compromise. And as one friend pointed out . . . it shows again that evil is never the conclusive end of anything. There's always a new start after truth wins out. All evil things have their own built-in obsolescence. Which might be a good thing for bulging Krushchev and unkempt Castro to remember.

**WHILE TALKING ABOUT BOOKS**, I should mention one of the worst I've ever read. Its title: "The Strange Death of Franklin D. Roosevelt," by Emanuel M. Josephson. Published by Chedney Press, 230 E. 61st St., New York 21, N. Y. It was highly recommended to me as gospel truth by a good friend who happens to be one of that strange breed of rabid Roosevelt haters who can't let a great man rest in peace. Both the author and the publisher should have their heads examined. No use to review, but it ties in somewhat with the present debates over morality. With all the misrepresentation and misinformation surrounding us, it's a wonder all of us don't go nuts. As Semantics Professor Hayakawa puts it . . . many of us do go nuts when our verbal world (what we are told) doesn't coincide with the extensional world (the true facts or map). Should make us all more careful to be honest, factual and clear in our writing. In the case of vicious minded author-doctor Josephson, he attempts to prove by the most astounding "evidence" that Roosevelt didn't really die at Warm Springs. The man the world mourned was really a stooge who took FDR's place. Most of us who were in Washington in those days could disprove from personal knowledge most of the bitter allegations in the book. The author has the gall to hedge in later chapters by reasoning that if Roosevelt was actually at Warm Springs then his coffin was kept closed because he had been shot full of holes in the face by an assassin. It is frightening how hatred and prejudice can distort facts.

**WHATTAYOUKNOW?** The Houston (Texas) Advertising Club is sponsoring an Annual Award Presentation Dinner for local "Excellence in Advertising." On April 13, who do you think received first prize for "Best Direct Mail Advertising Piece"? None other than the illustrious Houston Chronicle which stirred up such a stink a short while ago against "junk mail." **555** This burned me up: We were all set to publish a feature on how a big new shopping center was launched by direct mail. When we went back to check and get additional information, management clammed up and refused to release. Admitted local newspaper had brought pressure to kill it. Implied threats of publicity reprisals. Pressure was even brought on people who uncovered the story. Some of these narrow-minded newspaper people must be mighty scared of direct mail. **555** Complaints are still reaching us about the half-price offers flooding the mails from magazine publishers. We think it's bad public relations. While publishers hope to avoid any further increase in second-class rates . . . they blatantly cut subscription prices in half . . . and that discount is more in dollars-and-cents than a many-times jump in second-class postal rates. **555** Something for postal inspectors and coupon distributors to watch: Undeliverable third-class mail under certain conditions is turned over to wastepaper collectors. We have been told . . . in certain cities the collectors have spotted mail which contains redeemable coupons. They are removed from envelopes and sold at discount to not-so-honest stores, who in turn collect full value from the manufacturers. Will pose a serious threat to coupon distributors if the scheme is not stopped by postal inspectors. **555** A personal note: Many of you have inquired about the health of my son, Charles Hearn Hoke, who had lung surgery last November at St. Albans (N. Y.) Naval Hospital. It wasn't cancer as suspected . . . but tuberculosis. Small part of lung removed but he was delivered to his home in New London, Conn., Christmas Eve. He had to give up command of his submarine, of course. Has been assigned shore duty as Submarine Base ordnance officer. By January 1, 1961, doctors think he'll be in shape to resume command if the Admiral has a ship for him. Naturally, he'd like to have an atomic model, but so would every other officer in the submarine fleet.

That's all for this month.



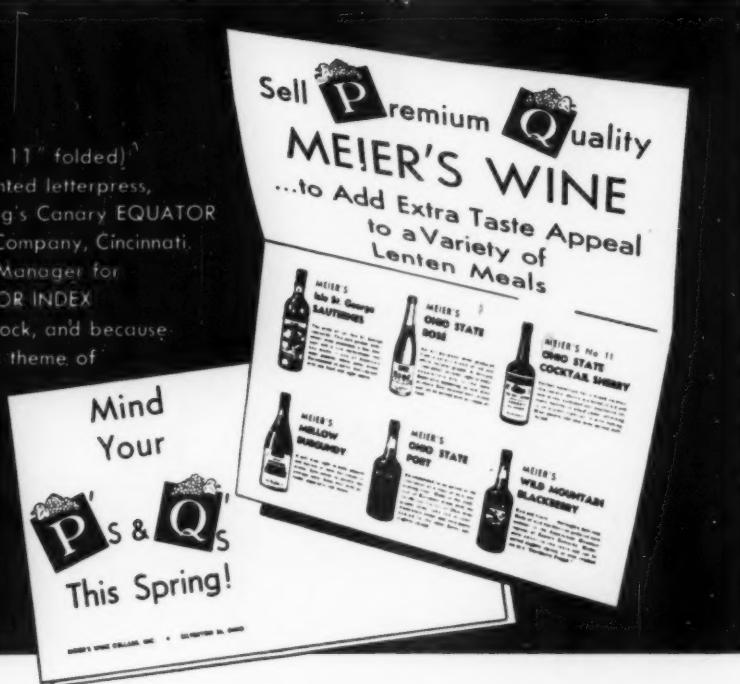
3 Bluff View Drive  
Telephone: JUniper 4-3848  
Clearwater, Florida

# SORG's EQUATOR Index Bristol

## Helps Stimulate Sales

### for MEIER'S Famous Ohio State WINES!

The eye-catching, giant-size (7" x 11" folded) self-mailer shown at right was printed letterpress, in black and royal purple, on Sorg's Canary EQUATOR INDEX, by the Hirschfeld Printing Company, Cincinnati. Mrs. Marge Raussen, Advertising Manager for MEIER'S, selected Canary EQUATOR INDEX because of the sturdiness of the stock, and because the color highlighted the seasonal theme of the mailing and gave the mailer, itself, a sales-appealing three-color effect with only two press impressions.



Your Sorg distributor will be happy to furnish you with an EQUATOR INDEX BRISTOL swatch book showing the full line of sizes, weights, and colors carried in stock. Phone him today!

With the fast rising popularity of giant postcards and giant-size mailers, more and more advertisers and printers are using Sorg's EQUATOR INDEX to give these direct mail pieces the rigidity that will preserve their smart appearance right to the hands of customers and prospects. What's more, the color range of EQUATOR INDEX can be used to add excitement and variety to the entire promotion—especially in the case of series mailings.

Whatever your next mailing—giant card . . . broadside . . . brochure—try Sorg's EQUATOR INDEX! Because each sheet possesses uniform caliper and weight, EQUATOR INDEX requires less makeready time . . . can be run at more profitable press speeds. What's more, you'll find that its surface-sized finish produces beautiful printing results by either letterpress or offset lithography, and that its wide range of sizes and weights carried in stock, make EQUATOR INDEX a mighty economical stock to use.



THE SORG PAPER COMPANY • Middletown, Ohio

\* Manufacturers and Converters of Stock Line and Specialty Papers

Offices in NEW YORK • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

SORG STOCK LINES

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL • REGISTER BOND  
MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORG'S BLOTTING • TENSALEX  
GRANITEX • PARCHTEX

for your drawing board...

a new portfolio of printing design ideas on  
EAGLE-A QUALITY TEXT  
and COVER WEIGHT



You'll want your copy of this new idea portfolio of beautiful printed pieces on Eagle-A Quality Text and Cover Weight. This colorful portfolio of "Thought Starters" is the first of a new Eagle-A series designed especially for you — and it's yours with our compliments. You'll find it a source of ideas for layout design, for die-cuts and folds, for new color combinations and new ways to use Eagle-A Quality Text. This famous, economical paper comes in Brite White, Arctic White and six striking colors in both wove and laid finishes — and in Brite White, wove and laid, and matching colors, laid, in Cover Weight. You'll find Eagle-A Quality Text and Cover Weight ideal for brochures, catalogs and many advertising pieces, printed by offset or letterpress. Envelopes to match are available from Kent Paper Co., New York. For your "Thought Starters" portfolio, write Dept. R, AMERICAN WRITING PAPER CORPORATION, HOLYOKE, MASS., MAKERS OF EAGLE-A COUPON BOND AND OTHER FINE EAGLE-A PAPERS

**EAGLE-A** PAPERS



